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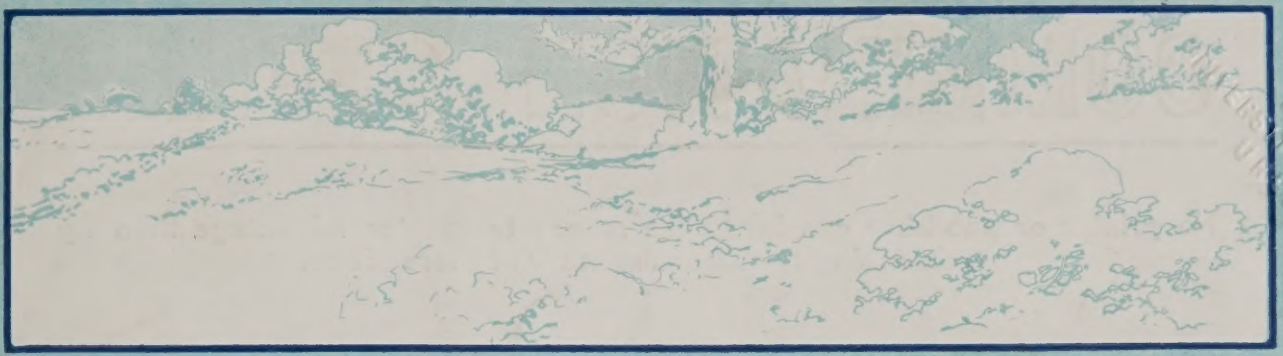

NATIONAL PRINTER-JOURNALIST

Our Parish—The World of Printing and Newspaper Making Fully Covered

Vol. 32
No. 1

JANUARY

Chicago
1914

COMBINATION OFFERS

No printer or publisher can invest his money to greater advantage than by subscribing to one or the other of these offers.

OFFER No. 1

Printing Trade News (weekly, $3)
Printing Art Suggestion Book (monthly, $1)
National Printer-Journalist " ($2)
} **$5.00**

OFFER No. 2

National Printer-Journalist (monthly $2)
Printing Art Suggestion Book (monthly $1)
} **$2.50**

The Printing Trade News

The Printing Trade News, 64 pages, is published weekly and has a very comprehensive business news service from all sections of the country. It deals entirely with the affairs of the business office and the executives. It collects weekly beside printing house news, that of the binders and rulers, the electrotypers, engravers, trade composition houses, the supply trade paper houses, lithographers, etc., has a business fiction story each week, patents of interest to printers, and editorially reviews important doings of printers and publishers during the week.

The Printing Art Suggestion Book

This is a monthly publication issued by the University Press, Cambridge, Mass., containing examples of typographic and other designs intended to assist the printer and those who are printing in the choice of color schemes, inks, and papers. It contains samples of standard papers, as well as novelties which are brought out from time to time by the various mills. It is full of ideas and suggestions for typographic design, display, and color schemes.

Send orders for the combination offer to

National Printer-Journalist

Ravenswood Park, Chicago

The Danger of Experimenting

Is it wise for a printer to experiment with different Book Papers when he can get such reliable products as "Butler Brands?". The less experimenting you have to do the better. While an examination of our lines will suggest their worth, only a trial can convince you of their dependable printing qualities. We offer a complete, carefully graduated assortment in each of the three general classes, i. e., COATED, SUPER-CALENDERED, and MACHINE AND SPECIAL FINISH Book Papers.

Every line of Book Paper we carry is made in a mill which is peculiarly fitted for making such a paper as well as experience and modern facilities will permit. Take, for instance, S. D. Warren & Co., where the Snowflake and "Warren Standards" are made. Note the prominence that this mill has gained through the wide use of its products by the leading concerns of this country. Men who know paper and insist upon dependable quality admit the supremacy of Warren products. Many national weekly and monthly publications look to this mill for their supply of paper, which proves that **service** is something more than a slogan here.

SNOWFLAKE

ENAMELED BOOK PAPER

If you want to enjoy the satisfaction of printing on paper that practically eliminates all expensive operations and delays incident to printing on enameled papers with improper coating, uneven thickness, grit or other imperfections, print on the ever reliable Snowflake. The majority of discriminating printers use and endorse it and profit thereby.

CATALOG PAPERS—COVERS

Our Catalog Papers, including Book and Cover lines, are the result of careful analytical study, first from the standpoint of the printer and advertiser, then that of the papermaker. A finer collection of practical and desirable papers is not to be found.

Just say that you are interested, and we will lay our proposition on your table—then look it over and decide. You want to KNOW—so do we.

DISTRIBUTORS OF "BUTLER BRANDS"

Standard Paper Co.	Milwaukee, Wis.
Missouri-Interstate Paper Co.	Kansas City, Mo.
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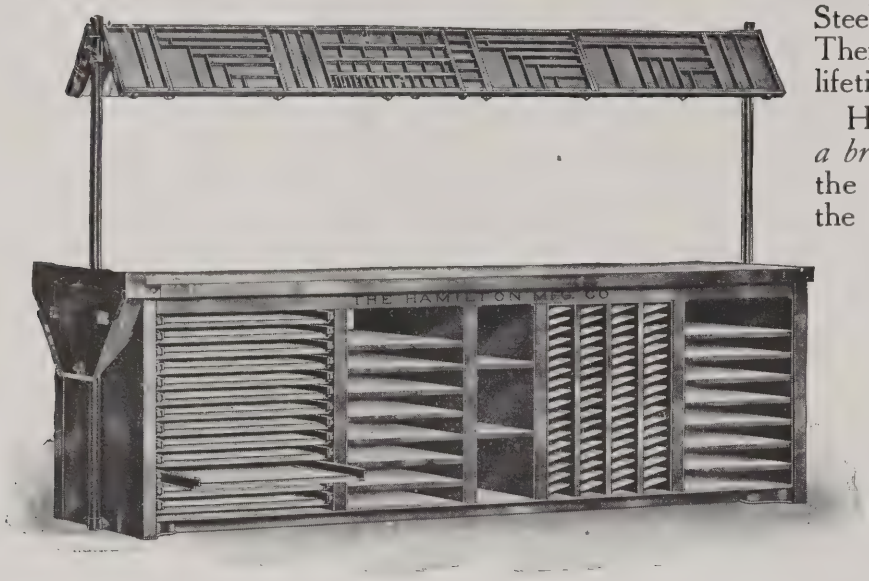
J. W. BUTLER PAPER CO.

ESTABLISHED 1844

CHICAGO

WHEN YOU BUY



Steel Furniture you expect it to last. Then buy the kind that is built to last a lifetime and you won't be disappointed.

Hamilton Steel Furniture is *built like a bridge.* It is designed expressly for the particular conditions surrounding the print-shop, in a factory the product of which for thirty-three years has been Composing-Room Furniture universally recognized as standard the world over. This furniture *is made right* and the guarantee of the Hamilton Company and its selling agents stands back of it.

Do not be deceived by false representations. Hamilton Steel Furniture is not wood furniture in part with a sheet of steel tacked over the wood. It is steel throughout and one-piece construction wherever practical. No wood of any kind is used except for type cases, which have steel front protectors. All-steel construction and *built like a bridge* of heavy angles and channels, with high-grade cold rolled steel panels.

TEN-FOOT NEWSPAPER MAKE-UP TABLE No. 405
Fitted with Iron Surface, 28 x 120 Inches.

The arrangement below the surface from left to right is as follows:

One section of heavy steel letter boards on rollers, eight rollers to each board. These boards operate easily when loaded to full capacity.

One section of flat steel shelves for galleys. Each shelf reinforced with steel channels.

One section of bins for dead galleys.

One section with four tiers of shelves for single-column galleys. Each shelf has a Bessemer steel rod reinforcement, also bead on lower edge to keep galley away from the side wall, thus preventing pi and damage to type.

One section of reinforced flat steel shelves for galleys.

The Dead Slug Bin on the end of the table is convenient to the working surface. The bin is dumped from the bottom by means of a trap door.

The Overhead Bank is adjustable to any desired height. This bank makes a good reflector for electric lights. It provides a convenient place for the storage of brass rules, column rules, leads, slugs, tailpieces, etc. The arrangement on the side illustrated in the Overhead Bank is as follows:

One section each for double and single column materials; one section for cross rules and leads; three single-column spaces; divisions for labor-saving column rules; one section for tailpieces; one section for cross rules; one section for full, half and quarter column lengths with tails; two single-column spaces; one double-column space.

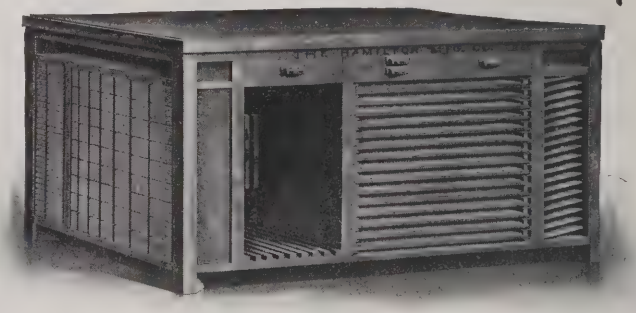
The opposite side of the Overhead Bank not shown in the illustration has six large divisions for the storage of miscellaneous material. This Table and Overhead Bank is all-steel construction throughout. No wood enters into any part of it.

RECENT INSTALLATIONS

Dispatch, Columbus, Ohio.— Composing-room outfit in all-steel construction, sold through the American Type Founders Company, Cincinnati branch.

News-Bee, Toledo, Ohio.— Composing-room outfit in all-steel construction, sold through the American Type Founders Company, Cleveland branch.

Royal Print & Litho. Co., Halifax, N. S.— Composing-room outfit in wood construction, sold through the Printers' Supplies, Ltd., Halifax, N. S.



METROPOLITAN STEEL IMPOSING TABLE No. 729

Our Steel Imposing Tables have frames of heavy angles and channels, and are *built like a bridge.*

The Metropolitan Table takes an iron surface 51 x 75 inches. Underneath the surface there is one tier of shelves for double-column galleys, one tier of patented one-piece steel letter boards.

One section for chase storage.

Both sides of the table are alike.

In the end there are racks for six and twelve point labor-saving reglet and an assortment of labor-saving furniture in widths from 2 to 10 ems pica and in lengths from 10 to 60 ems pica.

This Steel Imposing Table, like all others we manufacture, is *built to last a lifetime.*

THE HAMILTON MANUFACTURING CO.

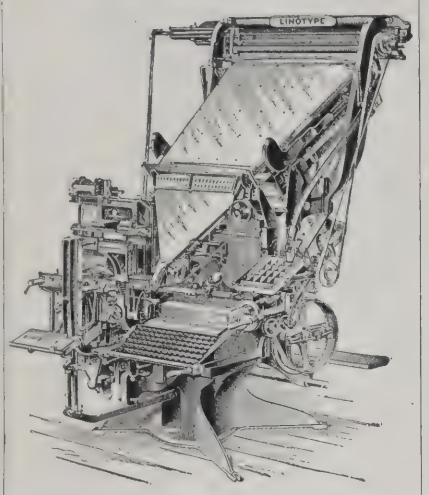
Main Office and Factories, TWO RIVERS, WIS. **Eastern Office and Warehouse, RAHWAY, N. J.**

HAMILTON GOODS ARE CARRIED IN STOCK AND SOLD BY ALL PROMINENT TYPEFOUNDERS AND DEALERS EVERYWHERE

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

Linotype Prize Competitions

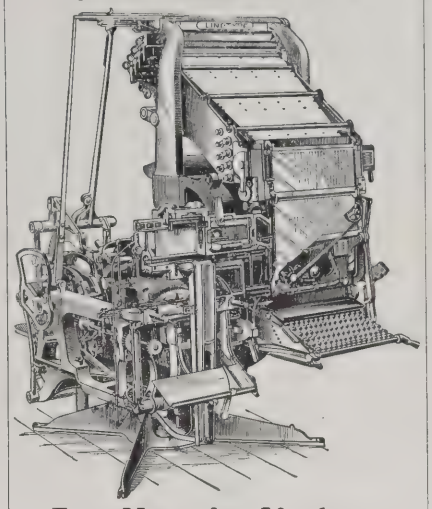
Quick Change Model 8



Three Magazine Linotype

for Book, Job Tabular Catalogue and Magazine Printing Plants using the LINOTYPE in the United States and Canada

Quick Change Model 9



Four Magazine Linotype

$5,800 in Prizes

of which

$1,000 Is a Special Prize

For the most artistic and perfect specimen of Linotype composition especially produced in competition for this prize.

$4,800 in Prizes

will also be divided among four classes for the best specimens submitted produced in the regular course of business, there being three material and three money prizes in each class.

Competitions close March 20, 1914. A folder giving full particulars can be secured from our Publicity Department, Tribune Building, New York, or any of our agencies.

Competition Open Only to Offices Using the Linotype January 1, 1914.

"THE LINOTYPE WAY IS THE ONLY WAY"

MERGENTHALER LINOTYPE COMPANY

Tribune Building, New York

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1100 S. Wabash Ave.

SAN FRANCISCO
638-646 Sacramento St.

NEW ORLEANS
549 Baronne St.

TORONTO: Canadian Linotype, Limited, 35 Lombard St.

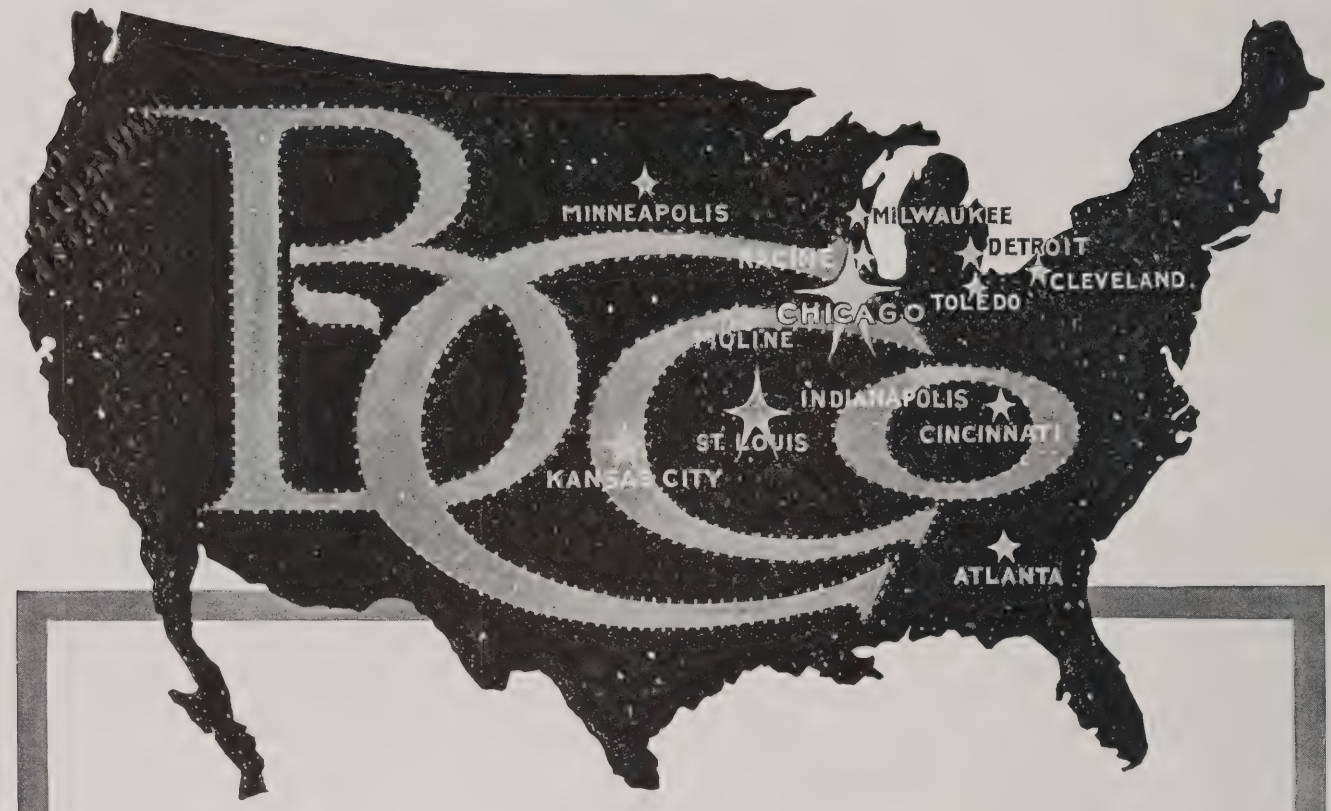
RUSSIA, SWEDEN, NORWAY, HOLLAND, DENMARK — Mergenthaler Setzmaschinen-Fabrik, G.m.b.H., Berlin, Germany

BUENOS AIRES: Hoffman & Stocker
RIO JANEIRO: Emile Lambert
HAVANA (Cuba): National Paper and Type Co.
PORTO ALEGRE: (Brazil): Edwards, Cooper & Co.
SANTIAGO (Chile): Enrique Davis

MELBOURNE, SIDNEY, WELLINGTON, MEXICO CITY, — Parsons Trading Company

BOGOTA: (Colombia): Manuel M. Escobar
TOKIO: Teijiro Kurosawa

SOUTHERN EUROPE, AFRICA, AND THE FAR EAST: Linotype and Machinery, Limited, London, England.



Selling Engravings to the Nation

Because of the detail and the individual attention involved in the production of illustrations and engravings it was long supposed that no engraving concern could satisfy more than a local demand.

Back in 1902 ***Barnes-Crosby Company*** took the first step in shattering this fallacy by installing a branch office at Detroit. Since that time not a year has passed that has not seen a new B.-C. office established.

Today, with two immense manufacturing plants located in Chicago and St. Louis, eleven permanent branch offices and a force of traveling salesmen, Barnes-Crosby Company stands as the highest type of business organization.

Our experience in meeting the varying needs of so many customers is part of the intrinsic value you secure in dealing with us. The above map will help you to locate our nearest branch office.

Day and Night Service

Barnes-Crosby Company

E. W. HOUSER, President

Artists : Engravers : Catalog and Color Plate Makers

226 W. Madison St., Chicago 11th & Locust Sts., St. Louis

Branch Offices and Art Departments in Eleven Principal Cities

The Home of Johnsonized Printing Machinery

This building is separate from the office and Type Foundry Department of C. I. Johnson Manufacturing Company and is devoted exclusively to printing machinery

What the Users Say

Sleepy Eye Herald-Dispatch

Sleepy Eye, Minn., 9-25-13

C. I. Johnson Mfg. Company
St. Paul, Minn.

Gentlemen:—

The big two revolution Scott Press came on last Friday, Sept. 19th, and by Wednesday evening, Sept. 24th, we had the old press out and the new one installed. It printed the paper on Thursday, and to say I am well pleased with it, is mildly stating facts.

The press is all and more than you promised. I am also well pleased with Mr. Carlson, the machinist and Mr. Schwartz, the pressman who installed the press. Both are competent, faithful and courteous gentlemen and they left the big Scott Press in splendid shape.

After dealing with your firm ever since you began business, I can truthfully say that you people have again demonstrated to the satisfaction of the undersigned that it is a pleasure to do business with you.

Again thanking you and wishing you success, I am

Yours respectfully,
(Signed) W. R. Hodges.

C. I. Johnson Manufacturing Company

Hansen Diamond
Nick Type

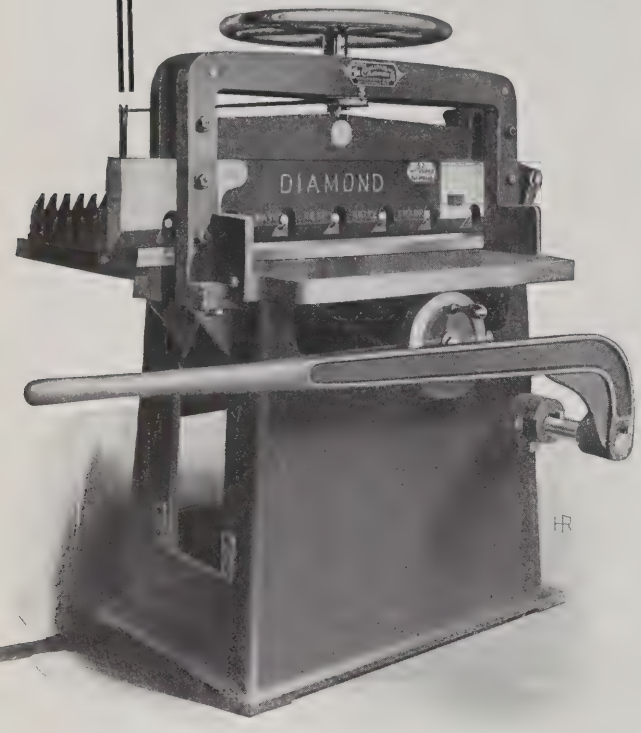
THE FIRM OF PRACTICAL MEN
FURNISHERS OF COMPLETE PRINTING OUTFITS

Saint Paul
Minnesota

THIS ADV. SET IN HANSEN CASLON LIGHT FACE, FULL FACE AND CONDENSED

HALFTONE RUNION BORDER

PROVIDE NOW for the FUTURE



ARE you one of the many growing printers whose present volume of business would hardly warrant the purchase of a power paper cutter, but whose future gives every promise of developing a need for one of these labor-saving machines?

If so, you will appreciate the really wonderful advantages offered by the DIAMOND LEVER CUTTER. As a hand-operated machine it possesses all the good features of other lever cutters and in addition many exclusive patented improvements. But what makes it of particular value to YOU is the fact that at any time—one year, two years or ten years hence—you can purchase power fixtures and convert it into a power machine. In other words, you buy one of the best lever cutters on the market now at a lever cutter price, and when needed convert it into a power machine at no extra expense over what a power cutter would cost originally.

Space will not permit us to give all the details—write for our new Paper Cutter catalogue, sent postpaid on request, or ask your printers' supply man—they all sell and guarantee DIAMOND CUTTERS.

The Challenge Machinery Company Grand Haven, Michigan.
Chicago Salesroom, 124 So. Fifth Ave.

Sold by Type Founders and Dealers Everywhere

PRACTICE ECONOMY

by using

JAENECKE'S MATCHLESS INKS

Standard for almost three quarters of a century

THE JAENECKE PRINTING INK CO.

NEWARK, N. J.

New York Chicago Philadelphia St Louis
Baltimore Detroit Pittsburg

Two Things to Get a RIGHT Start on for 1914

First: *Get started right on casting your own type. Be sure that the matrix equipment of the type caster you buy—variety and style of faces, library service, and reliability of the concern you deal with is beyond question.*

If your work does not justify the use of a composing machine, we can tell you how and why it would pay you to cast your own type with the Monotype Type Caster in your own plant, because the Monotype type caster as a type foundry and service machine is satisfying its users all over the country.

Second: *If you need a composing machine you need type none the less, and if you start 1914 with a Monotype you will have not only a Type Caster but a Composing Machine to set type in justified lines, 5 pt. to 18 pt. In the one machine, the Monotype Type Caster and Composing Machine, you get all the service—machine composition and type for the cases—that would require two machines of different makes to supply.*

The Monotype system of composition and type casting is the foundation of an efficient and economical composing room service for the printer and his customer.

Our new specimen book of over 1050 faces sent on request.

Lanston Monotype Machine Co.
Philadelphia

New York, World Building — Boston, Wentworth Building — Toronto, Lumsden Building — Chicago, Rand-McNally Building

Cuba, the West Indies and Mexico, A. T. L. Nussa, Teniente Rey, No. 55, Havana

The Boston in the Bindery

is like a good bank balance responding always to emergency demands, a safeguard against losses in time, an insurance against poor wire stitching. Boston Stitchers have revolutionized bindery work in quantity and quality. The owner appreciates them, the operator prefers Bostons to all others, and the customer is delighted with the neat, dainty stitching that does not mar an otherwise good piece of printing

American Type Founders Company

WRITE FOR ILLUSTRATED BOOKLET

Set in Cheltenham Bold Shaded Lithotone Brass Rule Grecian Shaded Border Floral Decorator

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DESIGNERS
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MANAGERIAL AND SELLING FORCE OF THE QUEEN CITY PRINTING INK CO.

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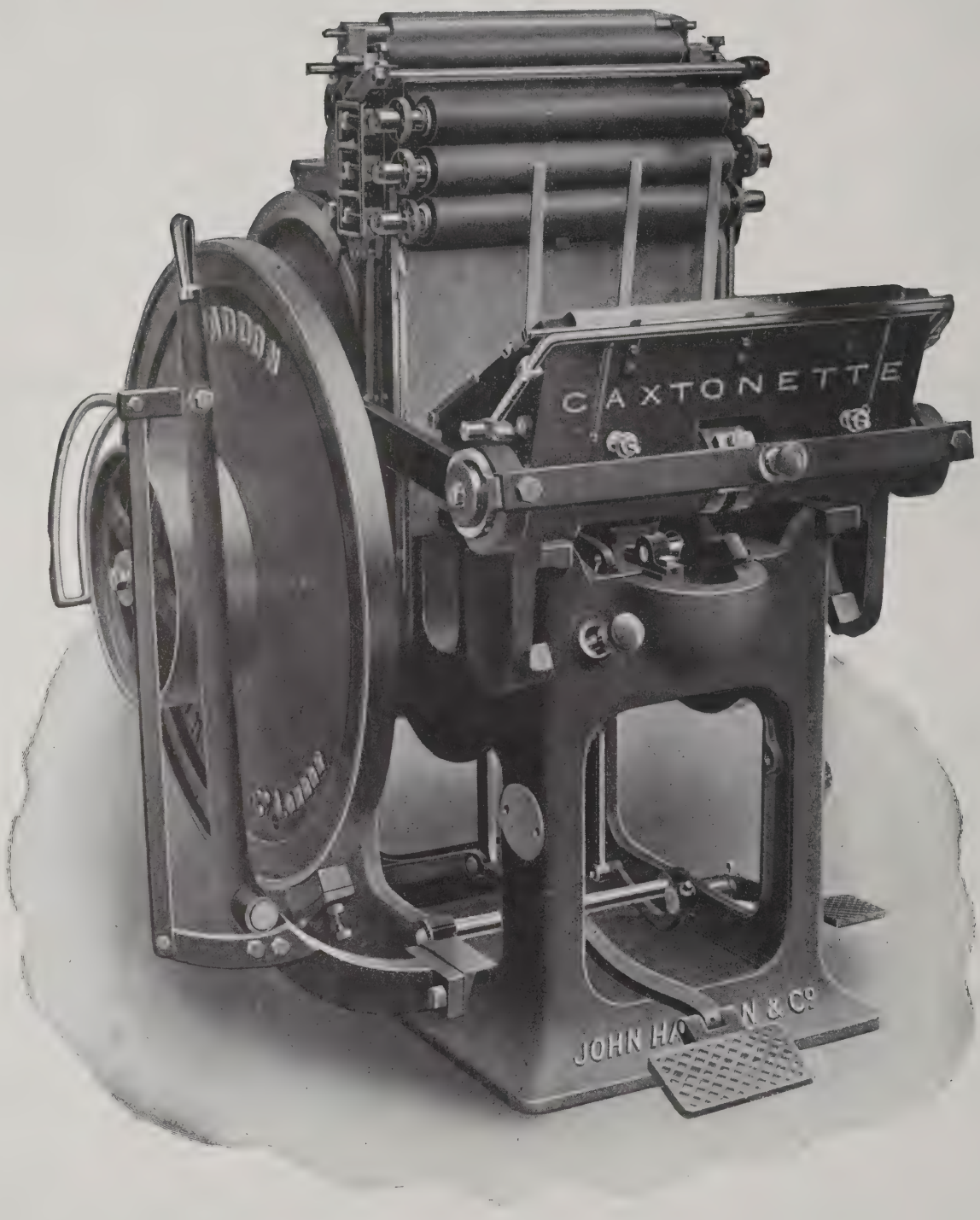
BABY CAXTON

Latest Achievement in the Building of a Small but Powerful Press



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H. Hinze Machinery Co., Tribune Building **New York**

Sole American Agents for ALL Caxton Presses

Something Attractive in Connection With PRINTING INKS

We will exhibit our various lines of PRINTING INKS at the National Printing, Lithographing and Advertising Exposition, to be held in New York, April 18th to 25th, 1914. One of the new and attractive features of this immense and interesting enterprise will be the exhibition of fine printing for which certificates of merit will be awarded. We purpose enlarging on this feature by presenting $450.00 in cash to the successful printers who enter a contest which we have arranged under the following terms:

For the best example of Black halftone we offer $100.00 cash
For the second, $75.00 cash
For the third, $50.00 cash

Also for the best example of four color process printing we offer $100.00 cash
For the second, $75.00 cash
For the third, $50.00 cash

These amounts to be equally divided between the firm and the pressman.

A quantity of ink sufficient to furnish us with the required number of copies will be supplied without charge, upon application to our nearest branch house or our traveling representatives.

The sheets submitted must be unbound and not smaller than 19x25. At least twelve copies must reach us not later than March 31st, 1914.

The following well known New York authorities have consented to act as judges: Mr. Charles Francis of the Charles Francis Press, Mr. J. W. Bothwell of Theo. L. DeVinne Co., and Mr. John Clyde Oswald of the American Printer. These gentlemen are not connected in any way with our Company, and their decision shall be final. We also offer certificates of merit as they may be awarded by the judges.

Only one example of either Black or Colors, may be submitted by any firm and each specimen must be marked with name and address of firm and pressman, together with number or name of ink used. This competition is limited to printers of the United States and Canada.

CHAS. ENEU Johnson AND COMPANY

Tenth St. at Lombard Philadelphia, Pa.

"There is a tide in the affairs of men,
Which, taken at its flood, leads on to fortune;"

BUT—

Ye Gods! How a dilatory typesetter can upset a printers plans!

Are you handicapped in this way?

When a printer needs composition, he wants it at once, and he should be in a position to get it. We can give you a service when you want it. We are typesetters for some of the most successful printers in Chicago and are anxious to add you to our list. We cater to the wants of particular printers.

We have the necessary facilities and ability for prompt service—auto truck deliveries of the larger shipments; hourly messenger boy service for collecting copy, delivering small orders and proofs. Send us your work—it will pay you.

"M & L" Typesetting Co.

Telephone Lakeview 2515 4015 E. Ravenswood Park

MONOTYPE AND LINOTYPE
COMPOSITION AND MAKEUP

CHICAGO

CONSULT

The Specialists Who Know

The only Credit Book and Classified Directory of the Paper, Book, Stationery, Printing and Publishing Trade and kindred lines

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17th Year

WILL HELP TO
INCREASE YOUR SALES
DECREASE YOUR LOSSES

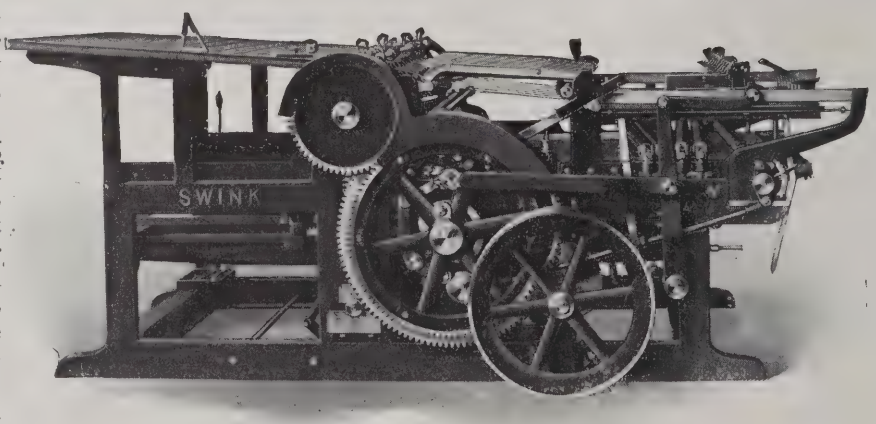
RATINGS

MOST CAREFULLY REVISED
and based upon substantiated statements and ledger facts furnished by the trade.

THE TYPO MERCANTILE AGENCY
GENERAL OFFICES - 160 BROADWAY, NEW YORK

THE SWINK TWO REVOLUTION PRESS

is not an experiment. It is a recognized factor in the printing machinery field and every passing month is adding to its prestige.



In many plants it is running side by side with presses of longer established reputations and in EACH INSTANCE it is proving to its owners our claim of LARGER production at LOWER operating cost. Its money making possibilities are MUCH GREATER than those of other presses.

Fast, accurate, convenient and economical, it is the one press that increases the printer's profits.

The proof of a press is in its operation and THE SWINK OWNERS are best qualified to give you an unbiased opinion. A list of SWINK users will be sent you upon application.

You owe it to yourself and to your business to investigate this press thoroughly before buying

The Swink Printing Press Company, Factory and General Office **DELPHOS, OHIO**

PRICES BREAK

Electric-Welded Chases—Never

Cast-Iron Chases Break Cast-Steel Chases Break
Brazed and Riveted Corner Chases Break

ELECTRIC-WELDED SILVER-GLOSS STEEL ONE-PIECE CHASES DO NOT BREAK

Owing to the argely increased demand for ELECTRIC WELDED JOB CHASES for Chandler & Price presses, both old and new series, we are now enabled to make these up in large quantities at one time and sell them at the following reduced prices:

7 x 11—$2.50	10 x 15—$2.75	14 x 20—$4.00
8 x 12— 2.50	12 x 18— 3.50	14½x 22— 4.25

The above prices apply to the regular beveled top and bottom Chases for Chandler & Price presses and do not apply to Skeleton, Bearer, Spider, or Job Chases for other style presses.

ELECTRIC-WELDED SILVER-GLOSS STEEL CHASES excel and outsell all others. We make Chases for all presses and for all uses. We have made over 85,000. Remember, too, that all are unconditionally guaranteed.

BARNHART BROTHERS & SPINDLER

Chicago, Ill., 168-172 W. Monroe St.
New York City, 200 William St.
Washington, D. C., 1124 H St., N. W.
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Dallas, Texas, 1102 Commerce St.
Kansas City, Mo., 710 Baltimore Ave.
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"Globetypes" are machine etched halftones and electros from halftones by an exclusive process
Nickelsteel "Globetypes" are the supreme achievement in duplicating printing plates.

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This NICKELSTEEL "GLOBETYPE" has been used in every issue of the National Printer-Journalist since October, 1912. Note that the printing quality does not show perceptible deterioration.

Want to Make Money?

Then use money making equipment—equipment that eliminates waste at every turn—that cuts out all unnecessary labor—that not only makes it possible, but *easy* to turn out more and better work—equipment that reduces your costs to the lowest possible point and that extracts *all* the profit—the very last penny—out of your work. The best and surest way to do this is to

Use Rouse Time Savers for Printers

Lead and Rule Cutters	Mitering Machine
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Each the Best of Its Kind

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WE make a specialty of Inks for Magazine and Catalogue work. *The Ladies' Home Journal, Saturday Evening Post, Scribners, McClures, Cosmopolitan, Woman's Home Companion, Strand, American, Frank Leslie's Publications, Review of Reviews,* and many others, are printed with Inks made by us. Our Colored Inks for Process Printing, both wet and dry, are pronounced by Expert Printers

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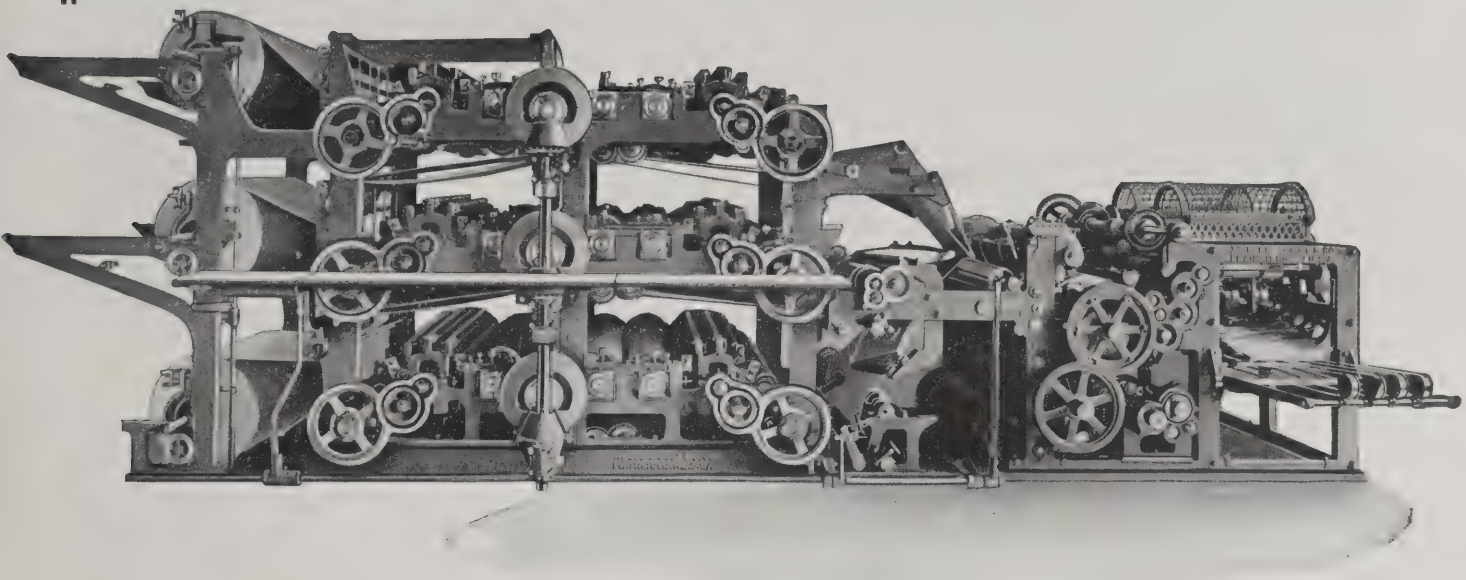

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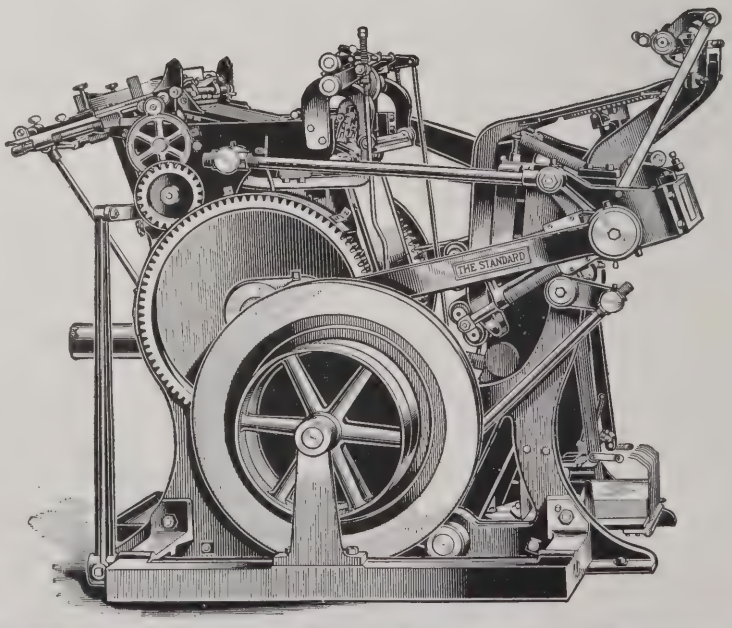

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NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

Volume Thirty-Two | Chicago, January, 1914 | Number One

The Making of a Worthy, Successful Newspaper

Art and Conscience Necessary

NO other paper in a city of the size of Springfield, Mass., has a record of higher or more worthy success than has the Springfield, Mass., Republican. The second Samuel Bowles was the ablest, all-round editor and publisher of his day. The paper has been handed down to the third generation with its character and success still maintained. In 1902 we treated of this newspaper as among the ten model dailies of the United States, and have had occasion to make reference to its high quality at different times.

We are now under obligations to Mr. Samuel Bowles, third in the line, the present editor and worthy successor of his father and grandfather, for a complete copy of his address delivered on October 27 before the School of Journalism, Columbia University, New York City. It is worthy of the paper he ably conducts, of the great university before whose students it was delivered, and of closest study and consideration by every worthy newspaper-maker or worker of America and of the whole world.

Our first idea was to give only a part of the address, eliminating such portions as we deemed of the least importance, but in a careful reading, we could not find a line that we felt that we could wisely omit.

It is a tradition or feeling among publishers of technical publications that, in these modern rush times, it is difficult to get busy members of trades and professions to read an article of much more than one page in extent. But here is an address that — with proper subheads and divisions, so each topic can be separately studied — must prove an exception to this rule.

It was fitting that Mr. Bowles should have commenced his remarks with a quotation from the statement of the objects had in view by the able, successful journalist, Mr. Pulitzer, in giving so munificent an endowment for the founding of the school. These objects are in harmony with the views given by Mr. Bowles and furnished a worthy text for his remarks, fully in accord with the traditions and policy of the Springfield Republican that has made "the public good" its "one supreme end."

"One Supreme End the Public Good"

The distinguished founder of this school, in an elaborate and careful exposition of his purposes and plans for the institution, made the following statement: "In all my planning the chief end I had in view was the welfare of the republic. It will be the object of the college to make better journalists, who will make better newspapers, which will better serve the public. It will impart knowledge — not for its own sake, but to be used for the public service. It will try to develop character, but even that will be only a means to one supreme end — the public good." It is to this all-important phase of journalism — its opportunities of public service, its social responsibilities, that I wish to direct your attention in my consideration of "Art and conscience in newspaper making."

There has never been a time, it seems to me, since the art of printing was discovered, when the call for conscientious public service on the part of the journalist was so inviting, so insistent as it is today. Man's increasing command over the forces of Nature through the discoveries of science, the succeeding development of facilities for rapid transportation and the still more wonderful improvements in the methods of quick, now practically instantaneous transmission of intelligence, have bound the nations of the world closer and closer together. The interchange of commodities and likewise of ideas, tends constantly to enlargement. There is a deepening mutual interest and sympathy among the different peoples of the earth, contradicted, it must be confessed, by a growing antagonism on the part of the white races toward the colored as commercial and economic development brings them into closer competitive relations.

Basis of Adequate Newspaper Service

The primary duty of the daily newspaper continues to be to chronicle accurately and truthfully the events of consequence in its own environment, and to promote there earnestly and persistently the public good. Consider for a moment how essential it is for the peace and order and normal, healthful development of any community that its daily life and movement shall be correctly set forth to its responsible members. How otherwise can they act intelligently for the individual and the common welfare? The agency of information upon which the very structure of the community thus necessarily rests in our modern society, is the daily newspaper. But its responsibility now reaches far beyond its local field and involves a fair presentation of the great events, transpiring and awakening interest throughout the world, which each day unfolds. The life of even a small community has now become so closely related with that of the great outside world that the affairs of the world concern us all, directly or indirectly, whether we realize it or not. In our multitudinous undertakings of work or of play it has become essential that we shall know what other folks are doing, what the conditions are that we are to encounter near or remote, what opportunities are open to us, what dangers threaten. We turn instinctively to the daily newspaper for guidance and protection, through the intelligence and the warning that it conveys, alike in small matters and in large matters. Is not the journalist then charged with a grave responsibility to furnish us through his publication fair and truthful information, to avoid exaggeration on the one hand, but to exercise energy, persistence and courage in unearthing and presenting the facts, on the other? Mr. Pulitzer was right in urging that the journalist should be a man of education and character, not as a matter of sentiment, but for the public welfare.

Such, briefly outlined, is the economic responsibility of the journalist, as it may justly be called. Think now for a moment of his relations and duties to society in political and civic affairs. The public interests, which are simply a combination of private interests, are determined in these days among civilized nations, in the last analysis, by public sentiment. Democratic institutions are gradually spreading over the earth. Even in those countries where government is still in the hands of an hereditary and privileged class, public opinion exercises a tremendous, if not a controlling influence in the affairs of city and state. Government touches us all more and more intimately in our daily activities, whether of business, of domestic economy or of diversion. In a purely democratic society, such as ours in America, it is, of course, merely the co-operative action or expression of the individual elements which constitute that society. Consider the multifarious ways by which we seek to serve and protect ourselves through the instrumentalities of government. Examine the statutes enacted at a single session of one of our state legislatures. The record is fairly bewildering in its evidence of the efforts we make through governmental action to improve our conditions and serve the common welfare. Who pass these laws? Who administer them? The men and women whom we voters choose for the purpose. Are they equal to these grave duties which they are called upon to perform? Sometimes, yes; often, no. What agency is most effective in helping us to pick our representatives who are to carry on the affairs of government, and to hold them up to a fair standard of excellence in the performance of their public services? Is it not by common consent the daily newspaper? It is not claimed, by any means, that editorial advocacy or opposition is always or commonly fruitful of results in elections or in legislative campaigns. The vital, the essential service of the newspaper in politics is the spreading of intelligence, the publication of information which will enable the public to consider the conditions and questions involved and reach its own conclusions.

The Right Service Essential to Democratic Advancement.

The importance of honest, intelligent and energetic service in the political field on the part of the newspaper can hardly be overstated. A free and uncorrupted press is one of the necessary foundations of successful democratic institutions. It is not in domestic politics alone, moreover, that the daily journal plays a vital, often a commanding part. In international relations it is in these days more than ever a factor which the statesmen and the diplomats have to reckon with whether they like to or not. Here again, it is to be remembered, that it is not through its editorial columns alone, or indeed chiefly, that the newspaper wields its great influence in public crises, when questions of peace or war are being weighed in the balance. Its news columns afford the data upon which a controlling public opinion is based. The reporter and the correspondent are the recognized agents of society appointed to ascertain and present the facts for the public enlightenment, without which no intelligent conclusions and no progressive action are possible. Could there be a more responsible or more important social function, or one in the performance of which conscience and a devotion to truth should more clearly be the dominating factor?

Aside from its economic and its political responsibilities, and yet also comprehending them, there is to my mind the moral responsibility of the press. In our common and more or less conscious strivings to improve the social order we soon discover that the health and welfare of society depend primarily upon the excellence with which its members perform the work in their allotted or chosen fields of activity. "It is the work poorly done that retards the world," a wise old lady once wrote to me, and she uttered a profound truth in homely phrase. Surely it is the first duty of every one of us to do honestly and well whatever we undertake to do, not merely for our own personal welfare but, more important still, for the general good. This simple duty, it appears to me, should appeal with peculiar force to the journalist because of his position and opportunities of influence and leadership. If he does his work dishonestly or in a slovenly, careless, reckless manner the resulting ill effects upon society can hardly be measured, and he may easily become an evil spirit and enemy of society instead of its natural protector and champion.

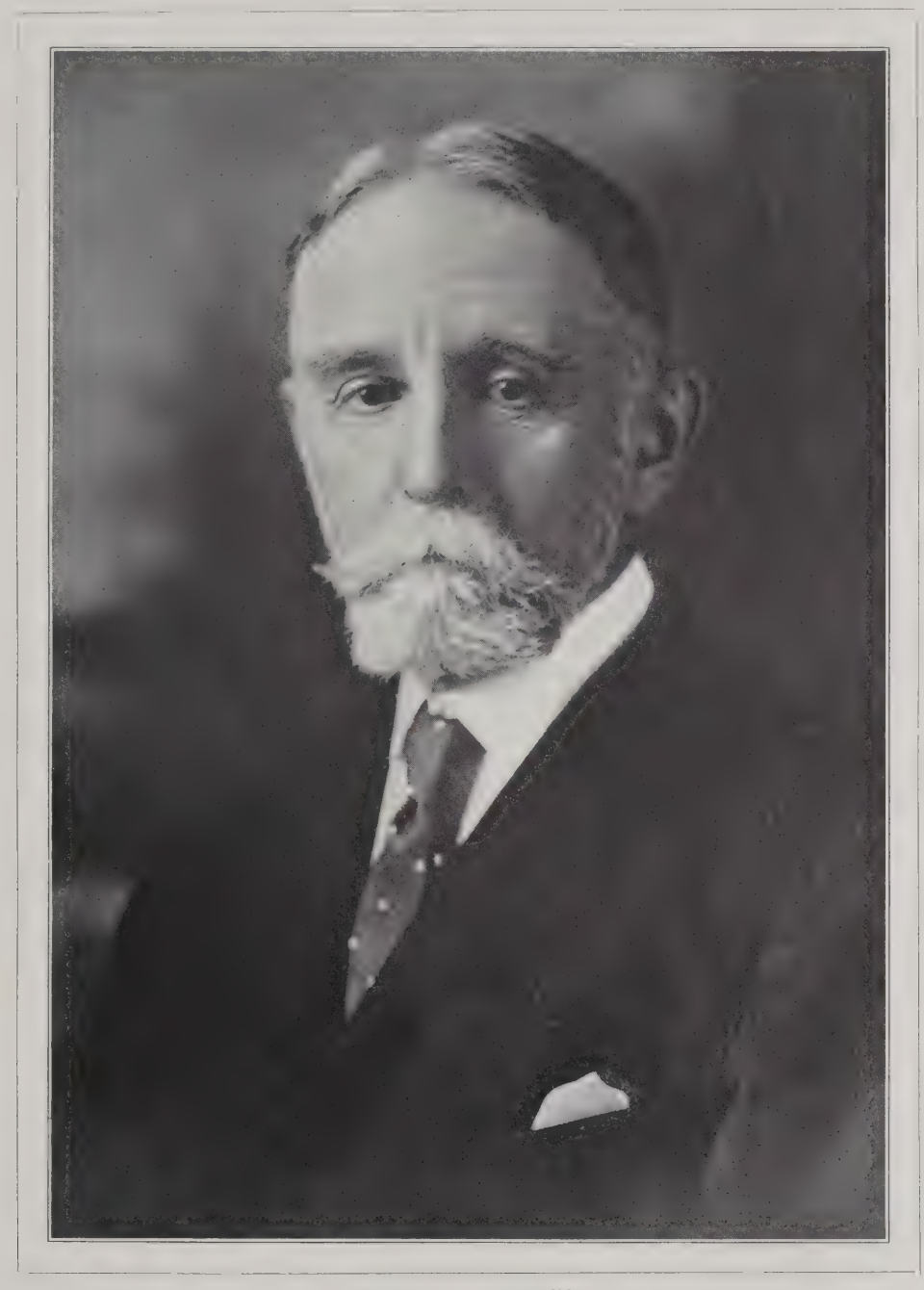
A few months since a senator of the United States from California delivered from his place in the highest legislative body in this country, if not in the world, an extended and severe arraignment of the American newspapers. I do not undertake to justify it, much less to condemn it, but I do commend it to the careful attention of students as well as practitioners of journalism, because of its bearing on this question of the moral responsibility of the newspaper and its conductors. To my mind there is no occupation in which men engage, none even of the so-called learned professions, law, medicine, theology, which demands a higher standard of ethics in its pursuit than journalism — and this because of its extraordinary powers and opportunities in affecting the public welfare.

Such, as I conceive them, are the general principles and standards that should guide the journalist in the performance of his functions in a well ordered society. I do not believe that, in the abstract, they will be seriously questioned by the most careless exponent of sensational

journalism when he soberly considers the social and public aspects of his activities. It is a much easier task, however, to enunciate ideals and lay down principles of action than it is to live up to them in our daily performance. Newspaper production is a manufacturing business subject to the same laws of supply and demand that determine the success or failure of other industrial enterprises. There has been much discussion first and last of the endowed newspaper, but as a matter of fact we have none, and the permanence of every newspaper practically depends upon its ability to meet a public want and thereby command a sustaining public support. There are of course many instances of newspapers established to promote particular causes or to protect or serve selfish interests, but they do not persist, unless they grow to win popular favor and sufficient patronage to cover at least their weekly expense accounts. It follows, therefore, that the newspaper must make its appeal for buyers by presenting something that buyers want. The first article that it has to offer is the news. That is the basis of its business, of its service, but there are various ways of presenting the news.

There Must be Value in the Goods.

The first duty of any manufacturer, as a member of the social organization, whatever he makes, whether soap or hairpins, is to produce a good article by honest methods. That responsibility rests with peculiar force, as I have already suggested, upon the newspaper maker, because the quality of his product, or his service, may be of vast consequence to the public welfare. If he distorts or misrepresents the news, or if he fails to present the full truth in a given case, the evil effects upon society may be beyond calculation. Consider also that the journalist avows himself through his newspaper, in his appeal for popular support, the exponent of the public interests, the champion and defender of popular rights. How vital then to his own integrity, to his influence upon the public mind, is it that his newspaper itself shall be



SAMUEL BOWLES
Editor Springffeld, Mass., Republican

as excellent and honest as he can make it, shall have a character of its own that men will respect.

It follows then that the newspaper should, in the first place, be well constructed typographically, intelligently proportioned and arranged as to its contents, with suitable head lines correctly epitomizing the news, or the general reading matter, and fairly indicating by their size its relative importance. It should be clearly printed with attractive type on decent paper. Its illustrations, so far as they are used, should be good ones really helpful in telling the news story, and not blotches introduced merely to attract attention. A reasonable restraint should be exercised over the advertising columns to exclude all display that is ugly or offensive. In a word the newspaper should be a work of art! Why not? The newspaper pretends to be a public educator. As such it is accorded by the people, through their government, a special low rate for its transmission through the mails. Should it not then in common honesty refrain from exercising a degrading influence upon the public taste by its physical appearance?

Need Not Offend Against Art.

One of the conspicuous needs of the American people today, if we would be really civilized, is a higher standard of popular taste in art. We have grown to be rich and strong as a nation, we spend vast sums in public works and in private establishments for industrial, commercial and domestic purposes, but our achievements in these directions do not as a rule compare well, from an artistic point of view, with the work of other civilized nations. We are making progress, however. The rooms of many of our public school buildings are now adorned with pictures of the noblest works of art, ancient and modern. Museums of art and schools of art are already established in most of the large cities and in some of the smaller ones. American architects, painters and sculptors are achieving distinction in competition with European artists. There is a widespread movement to promote instruction in art, the inculcation of sound principles and the cultivation of a correct taste. Think how important this is for the future of our country, if our American cities and towns and countryside are to be made and kept beautiful, if the lives of the great body of our people are to be made richer, happier, healthier, nobler individually and in the social organization. What should be the part of the daily newspaper in this great educational movement? Can it in decency continue to encourage such an advance editorially and through its news columns, and yet be itself a conspicuous offender against all the canons of art in its typographic construction? Surely the counsels of its editorials and its news reports are now often nullified by the offensiveness of its own appearance.

There has been a great decline in the character of American newspapers, indeed of the press throughout the civilized world, as typographic products, in the last 40 years. This has been one of the striking exhibits of a peculiarly commercial age. The development of fast printing presses, of the stereotyping process and of the linotype, and the use of photo-engraving in newspaper making, together with the reduction in the cost of print paper and the growth of commercial advertising have revolutionized the business of newspaper production. Compare the New York Times, Herald and Tribune of today with those same newspapers of 40 years ago and the point I seek to make will be quite clear. The papers of the earlier day, with fewer pages and selling for a higher price, were more dignified, harmonious, attractive, artistic than those of today. The Herald, holding nearly to its old-time price, has better maintained its old peculiar character than the others. When Col. George Harvey, in delivering the Bromley lectures at Yale a few years ago, undertook to give the students a concrete example of the ideal newspaper as he conceived it, he produced a four-page sheet which more nearly resembled the real newspapers of 1875 than those of 1910. In fact, his Bromley News reminded me strongly of the early issues of the Philadelphia Times, started in 1876, which was then and for some time thereafter, perhaps, the handsomest daily newspaper ever produced in the United States.

Whatever good purpose the cheap newspaper may have served, it has certainly debauched and degraded almost the entire press of the United States from the standpoint of the typographic art. If you doubt it, look at the Chicago newspapers of today and then examine their files of 30 years ago. They were formerly noted for their handsome appearance. They have now lost that distinction. It seems to me sometimes as if the managing editors and advertising managers of some of our one-cent papers had become fairly intoxicated by the possibilities open to them in producing startling and atrocious effects for the purpose of promoting the sales of the newspapers themselves and the articles advertised in them. The one-cent paper of many pages, as we know it in the United States, rests wholly on its advertising revenue. The fraction of a cent per copy, which it nets to its publishers, hardly pays for the white paper on which it is printed. To secure large advertising it must have large circulation and the devil of big circulation sits always by the managing editor's desk and tempts him to do things, in and through his sheet, which will attract buyers, but which he is ashamed of, if he takes any pride in his profession or has any regard for his public responsibilities. It is a familiar story but it has to be rehearsed in any fair consideration of "Art and conscience in newspaper-making."

Betterment in the One-Cent Field.

It is true that it comes to pass, in some instances, that the one-cent paper ultimately becomes so strong, so assured of its business, sales and advertising both, that it can afford to clean up and drop the more offensive, inartistic and publicly harmful methods of appealing for the support of the crowd. Nevertheless, these improved and improving one-cent sheets must ever consider the danger of becoming too good to hold the attention of the large sensation hungry element and thus losing some of their sales and their advertising. I grant that there are some good one-cent papers in the country, but they would be better, from the standpoint of the public interest, at two cents than at one cent.

There is of course a legitimate field and a legitimate demand for the one-cent paper in all countries, but my contention is that in accordance with sound economic principles, and in the interest of society, it should be a comparatively small sheet with condensed news and other reading matter and a limited volume of advertising; that the small sum paid for it should cover some part of the cost of production. That is the plan upon which the most successful one-cent papers of London, Paris and Berlin are conducted. The usual size of the Matin in Paris is six pages, its advertising rates are from $1 to $6 per line and it has over a million circulation. The Lokal Anzeiger in Berlin runs smaller pages and more of them. The London Daily Mail is an eight-page sheet. For some time after it was established it was one of the most artistic newspaper products in the world. It was dis-

tinctly constructed in the interest of the reader, with its contents well proportioned, well written and typographically attractive, and its advertising limited in volume and subordinate in its location. It seems to have changed its character in recent years, however, and to have come under the domination of its advertisers so far at least as the placing and display of their announcements are concerned.

It is possible for the one-cent paper of small size to be artistic, to serve the interest of the reader, not merely in the quality of its contents, but also in the manner of the presentation. The one-cent paper of large size is constantly tempted to do whatever the advertiser wants and it usually yields, and the inevitable tendency develops for it to become a sheet to float advertisements. In this situation the interest of the reader and therefore the social interest clearly suffer. It may even come to pass that the enterprise defeats its own purpose because the matter in the paper, designed for the reader, becomes so poor and unreliable in quality and so scant and scattered in quantity, that readers no longer value the sheet and, though they may buy it for a momentary sensation, drop it with little or no attention to its spreading pages of advertisements.

Advertisers are Adjusting Values.

It is encouraging, in this connection, to note that the one-cent newspapers which are more temperate and judicious in their use of headlines and pictures, not to mention ink, are coming to be favored by careful and respectable advertisers over the vulgar and offensive sheets which go to the extreme in exploiting any nasty crime as if it were a matter of overwhelming, world-wide importance. It is also encouraging that the advertisers themselves, through their agents and publicity promoters, a large and powerful class, are now as a body exercising more discrimination, good sense and taste in constructing their copy as we call it in the shop. The hideous and startling are no longer sought after in producing advertising copy so much as the pleasing, the appealing, the artistic effects. Indeed it begins to look to me as if the advertising fraternity were in the way of reforming the newspapers instead of being inspired and influenced to do better work by the publishers, as the case ought to be.

It is natural that the public should look to the daily newspapers for diversion as well as information. It is reasonable that the newspaper should supply both, but when the provision of entertainment becomes its chief aim and dominating purpose in the feverish effort to increase circulation, the publication ceases to be a newspaper and tends inevitably to become a vaudeville show. That is the exact status of a large proportion of the one-cent newspapers in this country today. The worst feature of their operations is not the cheap and often vulgar and offensive matter they gather together for the amusement of their thoughtless readers, but it is their distortion of the news, their misrepresentation of the current history of the world with the emphasis ever laid upon the lowest forms of crime. This is the type of journalism which is an offense against society, a disgrace to the profession and a real danger to the republic, leading naturally to thoughts of restraint and suppression such as Senator Works has expressed in his speech to which I have already alluded.

It is not necessary that a newspaper should be dull in order to be clean, wholesome and respectable. It should be the conscious and constant purpose of its conductors, according to my thinking, to make it alive, entertaining, sympathetic, and at the same time truthful, fair, well proportioned, artistic. As some one has beautifully expressed it, the newspaper should have

. . . eyes to behold the truth;
A seeing sense that knows the eternal right;
A heart with pity filled, and gentlest ruth;
A manly faith that makes all darkness light;
. . . the power to labor for mankind;
. . . the mouth of such as cannot speak.

Is not that a noble platform, calculated to inspire newspaper workers to high endeavor for the public good? That is the type of service that the world greatly needs from its newspapers, and the type of service that makes of journalism a glorious, an elevating and elevated calling. It is the type that Mr. Pulitzer had in mind, and sought to promote, in establishing this school. His own greatest service to humanity, in my judgment, was as "the mouth of such as cannot speak." I mean that he was ever ready in his newspapers to espouse the cause of the poor and lowly, to champion undertakings that were distinctly in the interest of the great body of the people and perhaps opposed to the interest of the privileged and powerful few. His many and notable achievements of this character should be an example and inspiration to all of us, young and old, to cultivate the power and to improve the opportunities that come to us, as journalists, "to labor for mankind."

Accuracy and Self-Respect in Reporting.

"Eyes to behold the truth," and the talent to set it down clearly, accurately, compactly and interestingly; there you have the first requisite of the true journalist, beginning with the reporter, whose work in fact is the most important part of the daily newspaper product. The world drama is intensely interesting. Look at it with eyes that see. Whatever small part of it may be assigned to you to study and record deserves your close and sympathetic attention. Throw yourself into your reporting work with earnestness and enthusiasm. If you would get much out of it put much into it; I mean of study and labor and interest. There is no part of the newspaper in which art and conscience are so essential as in the news reports. You witness the occasion, or the happening, or you secure accounts from others while the impressions are still fresh in their minds. It is your business to present a graphic picture of the event without waste of words and in clear readable form. It is a responsible and important task. Serious consequences that you know nothing of may hinge upon your presentation of the case. The public interest demands that you shall do the work well. You are in fact an agent of society whose welfare requires that you shall tell the truth and no more. Exaggeration is to be avoided. It weakens rather than strengthens. There is apt to be an impression among young newspaper workers that the importance of a news story is to be measured by its length. It is a mistake. The important story is of more value in creating interest and adding strength to the newspaper for being concisely written. It is a common fault of American newspapers to say too much on a given subject and to use extravagant language. Newspaper reporting is an art to be cultivated and studied and the reporter should not for a moment forget the dignity of his position and its high importance in relation to society. He should be a gentleman in all circumstances, which means that he should be a man of character, whether he is covering the proceedings of the police court, the happenings on the village street, or the developments of world politics in the famous capitals where statesmen counsel and administer.

We hear much talk in these days among newspaper men, of human interest stories; and the chief stock in trade of the yellow journals consists in playing up that

class of news, particularly as it relates to revolting crimes. My theory of the newspaper is that it should be rich in human interest throughout, that its reporters should put so much of sympathy and keen intellectual apprehension into their work that the vital human appeal should appear on every page of the sheet. The world ever needs sympathy, interpretation, expression. It is the function and high opportunity of the newspaper reporter to serve as its mouthpiece and medium of interchange of ideas and experiences. In such a conception and performance of the newspaper's function, every day's doings, as chronicled in its pages, are rich in genuine and stirring human interest, and this without resort to exaggeration or untruth.

Necessity of Greater Display Than of Old.

I have spoken of the superior typographic appearance of the newspapers of earlier days compared with the average publication of the present time. Do not suppose that I would favor a return to all of the old styles and methods in newspaper make-up. Modern conditions demand different treatment, and modern facilities afford the opportunity for a more effective presentation of the vastly increased volume of news that the journals of today must necessarily carry. I plead, however, for the sane use of these facilities, and protest against their abuse to the lowering of newspaper standards and the degradation of a noble art and a noble profession. It would seem to be superfluous to urge that the truthful and artistically written story of the reliable reporter should be given to the public as it is prepared, barring such careful condensation as the exigencies of space may demand. I am told, however, that there are newspapers whose reporters find it difficult to recognize their stories in print, because they have been so completely changed by the so-called color artists, to meet the standard of sensationalism, which the office has set for its product. This is not journalism, but a vile type of vaudeville, vile because it is not the provision of innocent entertainment, but the perpetration of fraud.

We all recognize the importance of the headlines. We all largely depend on them for our knowledge of what is going on the world. It follows that their construction demands a high order of skill, keen perception, a trained judgment as to the relative value of news and above all a careful regard for the facts as presented in the news reports. The guiding principle in the making of headlines may be expressed in the language of a famous comic opera, "Let the punishment fit the crime." Unhappily it often does not, as headline making is now practiced. When the Titanic sank beneath the waters, constituting the greatest marine disaster of modern days, the New York Times, which has the good sense to restrict its headlines ordinarily to single-column width, threw them across the entire front page. The type that was used in setting them was, of course, larger than that commonly employed, but it was artistic and subordinate to the heading of the paper itself. The whole page was typographically pleasing and artistic and at the same time commanding and impressive as befitted the occasion. The methods of many other one-cent journals in displaying their news, are familiar to you. To my thinking they are not only shocking and offensive typographically, but their lack of fitness and regard for facts amounts to dishonesty.

Artistic and Not Freak Illustrations.

While it is reasonable that the modern newspaper should provide entertainment as well as furnish the news, its social or public responsibilities require that it should provide only clean entertainment, that its pictures should be artistic and free from coarseness or vulgarity. Comic pictures are having a great run in American papers, especially in the Sunday editions. Most of them are cheap, poorly drawn, disfiguring, degrading. Is there no talent available to produce funny pictures of real merit which may supersede the crude, school-boy, slate-and-pencil-work that now spreads thick over the country? There are some able cartoon artists at work on American newspapers, and the cartoon is an entirely legitimate newspaper feature when it well executed, but it is better that it should be absent than it should be poor and vulgar.

The newspapers of today are too largely the work of the syndicate writers and managers and too little the creation of their own editors. It follows that they are too much alike, that they lack individuality. The editorial page, which ought to be strong, well written, helpful in setting forth the significance of the world's unfolding history, has sunk into a minor position. The principal effort of newspaper managers, speaking in general terms, especially as applied to the Sunday editions, is to find novel and entertaining features which will stimulate circulation. Good features are desirable and legitimate but the managing editor, who takes pride in his work, will seek to make them distinctive in quality, and contributory to the service of enlightenment which should be the first office of the newspaper.

Present Betterment and Future Possibilities.

The vast sums of money which are now spent in commercial advertising have made the great modern newspapers possible, including their overwhelming volume of Sunday magazine pages. The disposition to construct them in the interest of the advertisers, and for the promotion of further advertising has not been unnatural. But the time has come for a reaction and I believe that the signs of it are already to be discerned. The public side, the public responsibilities of the press are coming to be more clearly recognized by intelligent people. Hence such vigorous protests against the excesses of the press as that of Senator Works. Hence the schools of journalism which are springing up here and there, particularly in connection with the state universities in the West. The interests of honest advertisers will not suffer through the development of more restraint, more regard for decency, character and art on the part of the press. Indeed they will be better served. The newspaper that makes the strongest appeal to the intelligent reader and most effectively holds his attention is obviously the most valuable for the respectable advertiser.

The future of the republic largely depends upon its press, as Mr. Pulitzer pointed out in his article concerning this school. Forget not, moreover, that democracy, though its conditions here are more favorable than anywhere else in the world, is still on trial in America. It has survived well the perils of 140 years, but that is a short period in the world's history. The dangers that threaten the republic in the future are no less serious than those that it has passed through. Indeed there is reason to fear that they may be more serious because insidious. If the integrity of our democratic institutions is to be preserved, it must be in no small part through the service, the influence and leadership of a sane, responsible and truly patriotic press. Thus the future of our country, indeed of democracy throughout the world, rests with you and such as you, students of journalism, more perhaps than with any other class of young men. It is easy and pleasant to drift with the tide in newspaper making, as in other activities, but there is a higher satisfaction to be got from struggling with difficulties and overcoming them, in performing a service, in producing an article of which your conscience approves. Remember, gentlemen, in the important work for which you are preparing yourselves, that

Not failure but low aim's a crime.

MORE WORK THROUGH PUBLICITY

Address all samples and communications for this Dept. to Harry Albro' Woodworth, 43 St. Botolph St., Boston, Mass.

HAVE just had a very pleasant hour at the close of a hard day. It was spent in visiting The Merrymount Press, an institution that not only provides rare delights to lovers of the Good in printing wherever its productions are found, but likewise within its walls to the antiquary and all who find pleasure in the lore and collections of these poetic souls that bring the past so vividly before us. And one cannot live in Boston long without feeling one's spirit surrounded with something of the antiquarian aura. There is a spiritual charm about the busy, restful rooms of The Merrymount Press such as pervades the rooms of a library where the most precious volumes are kept, and where the spirits of book-lovers and printers, celebrated and unknown to this world's fame, who have passed from God's composing room to His make-ready department, are doubtless yet quietly and reverently browsing. The stained glass and other ecclesiastic decorative effects are in keeping with the spirit of the place — for here it was that the famous Altar Book and other similar masterpieces — as well as choice church leaflets such as are treasured by many members of congregations for their art as well as their words of light, were designed and printed. A really well-printed program of church services is a rarity — and an appreciated one, though this work presents such splendid possibilities to the designer. And so it is possible that even the spirit of the best-loved evangelist hovers around this place — for there was no greater literary artist in expounding the lovelier message of the Word — and St. John is said to be the patron-saint of printers. And the Merrymount Press is not only the workshop of its proprietor, that artistic and learned typographical expert and designer, D. B. Updike, but it contains one of the most interesting and valuable private collections of books, pictures, portraits, autographs, and other matter of historical and artistic importance relative to the art of printing to be found anywhere.

"A Description of the Merrymount Press" is a charmingly written and scholarly booklet that tells of the many curious books and other things of interest to book and art lovers in this most interesting place. The fine collection of specimen books of printers of a former age would be of especial interest to readers of the National Printer-Journalist. In one of these that Mr. Updike showed me — the book of an Italian printer — the advertiser was not content merely to show his collection of borders; he took the utmost pains to use the various pieces composing the borders to show how they could be combined with type and other borders in what we critics, in our ignorance of history, are sometimes wont to refer to as a "modern" way. I think that not even the great modern type-founders have made such striking suggestions along these lines as those in this specimen book issued a century or so ago, by a printer for his present and prospective customers, in accordance with suggestions made in this department any time during the last fourteen years.

The seventeenth century high-boy near the entrance contains a collection of French, Italian, and English wood-blocks used in the work of the Merrymount Press. Some of these are very old. Two articles that will be noted by those interested in the part women have played in typefounding and printing are the rare print of the wife of William Caslon, who for years successfully managed the business of his famous foundry, and an autograph letter from Sarah Goddard, who is supposed to be the first woman in the American colonies who published a newspaper under her own name. She was the daughter of Lodowick Updike (1646-1736), of Rhode Island. A piece of Spanish printing on yellow silk is a memorial of a mission preached at Saragossa in 1757. There is a portrait of William Strahan, the publisher of Johnson's Dictionary and Gibbons' "Decline and Fall of the Roman Empire," Member of Parliament, and King's Printer, to whom Franklin wrote: "I remember your observing to me that no two journeymen printers had met with such success in the world as ourselves."

Two pages of a circular, which has wide margins at the sides and bottom, are shown as 1a and 1b. Though they will necessarily be reproduced very small, they will give some idea of a design in keeping with such advertising. Other designs even more pleasing will be reproduced in a subsequent issue.

Mr. Updike considers the chief principles of

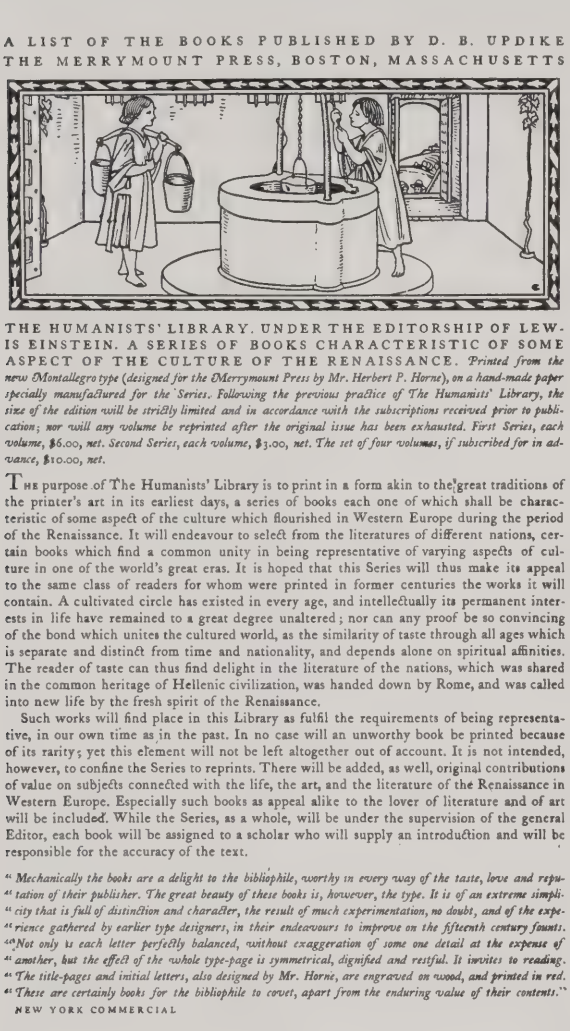
printing to be suitability and simplicity, and as he modestly remarks, if the rooms that house the Merrymount Press "seem agreeable to their purpose," it only proves that these principles may be applied to the arrangement of the interior of a printing-house as well as to more obvious fields of decorative endeavor.

A specialty of Mr. Updike's, that he doubtless finds appreciated in an educational center like Greater Boston, is the printing of catalogues of colleges and schools. As he told me, in this work there is a tendency either to run to an ornateness that is manifestly out of keeping with such a dignified business as education, or else to use a simplicity that calls for no pains, and hence has nothing to commend it. Mr. Updike believes such work should be "very simple, and very good." And of course he puts this belief into practice. Many a time have I called attention in this department as to what a work of art a piece of what is referred to as "straight composition" may be made to be. And there is not a page of the multitude of pages turned out by this printing house that has not undergone the keen personal inspection of Mr. Updike. And many a beautiful page of simple composition of the Merrymount Press has cost Mr. Updike a greater amount of care and loving labor than some of the meaningful ornate productions of which he is naturally likewise a thoughtful and painstaking master designer.

I suppose it was the charm of the old Italian books, together with the new New England books — masterpieces which show that the arts of simplicity and suitability were not exhausted in a former age, however glorious — that brought to my mind on leaving the place these quaint lines whose origin I have forgotten:

'Tis God gives skill,
But not without men's hands;
He could not make
Antonio Stradivari's violin —
Without Antonio.

✣ ✣ ✣



A LIST OF THE BOOKS PUBLISHED BY D. B. UPDIKE THE MERRYMOUNT PRESS, BOSTON, MASSACHUSETTS

THE HUMANISTS' LIBRARY. UNDER THE EDITORSHIP OF LEWIS EINSTEIN. A SERIES OF BOOKS CHARACTERISTIC OF SOME ASPECT OF THE CULTURE OF THE RENAISSANCE. *Printed from the new Montallegro type (designed for the Merrymount Press by Mr. Herbert P. Horne), on a hand-made paper specially manufactured for the Series. Following the previous practice of The Humanists' Library, the size of the edition will be strictly limited and in accordance with the subscriptions received prior to publication; nor will any volume be reprinted after the original issue has been exhausted. First Series, each volume, $6.00, net. Second Series, each volume, $3.00, net. The set of four volumes, if subscribed for in advance, $10.00, net.*

THE purpose of The Humanists' Library is to print in a form akin to the great traditions of the printer's art in its earliest days, a series of books each one of which shall be characteristic of some aspect of the culture which flourished in Western Europe during the period of the Renaissance. It will endeavour to select from the literatures of different nations, certain books which find a common unity in being representative of varying aspects of culture in one of the world's great eras. It is hoped that this Series will thus make its appeal to the same class of readers for whom were printed in former centuries the works it will contain. A cultivated circle has existed in every age, and intellectually its permanent interests in life have remained to a great degree unaltered; nor can any proof be so convincing of the bond which unites the cultured world, as the similarity of taste through all ages which is separate and distinct from time and nationality, and depends alone on spiritual affinities. The reader of taste can thus find delight in the literature of the nations, which was shared in the common heritage of Hellenic civilization, was handed down by Rome, and was called into new life by the fresh spirit of the Renaissance.

Such works will find place in this Library as fulfil the requirements of being representative, in our own time as in the past. In no case will an unworthy book be printed because of its rarity; yet this element will not be left altogether out of account. It is not intended, however, to confine the Series to reprints. There will be added, as well, original contributions of value on subjects connected with the life, the art, and the literature of the Renaissance in Western Europe. Especially such books as appeal alike to the lover of literature and of art will be included. While the Series, as a whole, will be under the supervision of the general Editor, each book will be assigned to a scholar who will supply an introduction and will be responsible for the accuracy of the text.

"Mechanically the books are a delight to the bibliophile, worthy in every way of the taste, love and reputation of their publisher. The great beauty of these books is, however, the type. It is of an extreme simplicity that is full of distinction and character, the result of much experimentation, no doubt, and of the experience gathered by earlier type designers, in their endeavours to improve on the fifteenth century founts. 'Not only is each letter perfectly balanced, without exaggeration of some one detail at the expense of another, but the effect of the whole type-page is symmetrical, dignified and restful. It invites to reading. The title-pages and initial letters, also designed by Mr. Horne, are engraved on wood, and printed in red. 'These are certainly books for the bibliophile to covet, apart from the enduring value of their contents."
NEW YORK COMMERCIAL

No. 1a

III. PIERRE DE NOLHAC: PETRARCH & THE ANCIENT WORLD. *(With special account of his Library.) By Pierre de Nolhac, Curator of the Palace of Versailles.*

"M. de Nolhac has written carefully and with enthusiasm about certain aspects of Petrarch's relations to "the world of letters of his time." THE OUTLOOK

"The pleasantest of introductions to the study of Petrarch's relations to the revival of learning and to the "beginnings of modern classical culture." NEW YORK EVENING POST

IV. SIR PHILIP SIDNEY: THE DEFENCE OF POESIE, A LETTER TO QUEEN ELIZABETH, AND THE DEFENCE OF LEICESTER. *Edited by George Edward Woodberry.*

"It is good to see this famous classic of Sir Philip Sidney put with a quiet and discreet elegance within the "covers of the fourth volume of The Humanists' Library. In outward and inward appearance it has all "the graces of the ancient art of book-making as practised by modern hands. It gives incentive to the fas-"tidious reader who has a sensitive love for the manner as well as the matter of a book." BOSTON TRANSCRIPT

OTHER VOLUMES TO BE ANNOUNCED
CIRCULAR GIVING FURTHER DETAILS SENT ON APPLICATION

THE LIFE OF MICHEL'AGNOLO. BY ASCANIO CONDIVI. TRANSLATED FROM THE ORIGINAL ITALIAN BY HERBERT P. HORNE. *Printed under Mr. Horne's direction from a new fount of Montallegro type designed for the Merrymount Press by him. With decorative title and initials by the same designer cut on wood. Edition limited to 275 copies, of which 230 are for sale. Printed on paper made by hand by Batchelor expressly for this book, with watermark designed by Mr. Horne. Small quarto, boards, $7.50 net.*

ASCANIO CONDIVI, an Italian painter, who was born near Ancona, studied under Michelangelo for many years, and is said to have remained in his household throughout his life. This intimacy makes his "Life of Michelagnolo," which appeared in 1553, peculiarly valuable. The original Life was, it is believed, largely taken down by Condivi at the dictation of Michelangelo. It is full of the colour of the time, and Mr. Horne's masterly and accurate translation first adequately presents this biography to English readers.

FOUR ADDRESSES DELIVERED BY HENRY LEE HIGGINSON. I. THE SOLDIERS' FIELD; II AND III. THE HARVARD UNION; IV ROBERT GOULD SHAW. *With two Photogravure Portraits. 16mo, boards, net, 75 cents.* JAPAN VELLUM EDITION. *Limited to 150 copies, printed on Japan vellum, boards, net, $5.00.*

"These Addresses already hold a place of their own in the literature of the University, and seem bound to "be valued more and more. They reflect in a singular way the personality of the man who has given them "to us." THE HARVARD CRIMSON

THE ALTAR BOOK: CONTAINING THE ORDER FOR THE CELEBRATION OF THE HOLY EUCHARIST ACCORDING TO THE USE OF THE AMERICAN CHURCH. WITH THE COLLECTS, EPISTLES, AND GOSPELS OF THE BOOK OF COMMON PRAYER FOR ALL THE SUNDAYS AND HOLY DAYS OF THE YEAR. *According to the Standard Book of Common Prayer. With the ancient Plain-song by Merbecke, edited and arranged by Sir John Stainer, and with seven original full-page illustrations by Robert Anning Bell, fourteen borders by Bertram Goodhue, and about three hundred initials by the same hand; preceded and followed by heraldic designs engraved by C. W. Sherborn. Printed on Arnold hand-made paper (text fully rubricated, and music in red and black), at the De Vinne Press, New York, from a fount of "Merrymount" type designed by Mr. Goodhue, and set up at the Merrymount Press, Boston. Bound in pigskin, fastened by metal clasps. Edition limited to three hundred and fifty copies. Imperial folio (eleven by fifteen inches), $75.00.*

THIS book numbers among its subscribers the Rector of Trinity Church, New York; the Rector of Trinity Church, Boston; the Dean of the General Theological Seminary, New York; the Rector of the American Church of the Holy Trinity, Paris, and many other well-known clergy. For persons wishing to give The Altar Book to Churches as a Memorial, a simple form of inscription has been prepared, printed in the type and on the paper of the book; and The Altar Book is thus used in S. Stephen's Church, Providence; Grace Church Chantry,

No. 1b

How Uneeda Went Around the World

The New York office of the National Biscuit Company has sent me for comment a folder, mostly consisting of reproductions of halftone photographs, entitled "Around the World in 35 Days With Uneeda Biscuit." The folder, of plate stock, looked as if it, too, had been around the world by the time

it reached me, the envelope in which it was enclosed not having the rigidity of an In-er Seal package. The folder, like the record, was consequently broken. The folder is, of course, descriptive of the feat of John Henry Mears, in making a trip around this terrestrial ball in 35 days, 21 hours, 35 minutes, 4-5 second, which puts a crimp in all other records, and makes Phineas Fogg's time of eighty days seem in this age of rapid modernity, almost as poor as Mark Twain's hero counted Mose's record of forty years for a much shorter distance. Mr. Mears is a nephew of President Green, the folder says. Who he is is not stated, but perhaps he is the president of the National Biscuit Company. Anyhow, he is the uncle of John Henry Mears, and that is going some.

I remember a discussion I had with another advertising man the first time we heard the phrase "Uneeda Biscuit." He did not like the combination. "If it was Uneeda Hat or Uneeda Watch or Uneeda — well, anything but what sounds like a single biscuit, it would be very clever." "Don't worry," I said, "it will be all these things. There is money going to be spent by the biscuit people, and much of it will be spent right now. And the use of the name by smaller advertisers will make people think of the biscuit. That's just what makes it so clever." It is easy to make a statement like this after the success that was achieved through the use of the coined name; but my friend would admit that I made the prediction before its fulfillment; he has often referred to it. But, of course, the continual success of the product has been due to continuous good advertising in addition to the "natural increase" of uncompensated publicity.

This folder is a good ad, with its cover showing a band of Uneeda packages around the globe, and its pictures of "human interest (did you know that phrase was in Johnson's "Lives of the Poets"?), but it might be a better. Mr. Mears — and all nationalities of men and boys whom he met on his flying trip (he did really fly, you know) are pictured with the Uneeda box in many halftone illustrations. But in many instances the box has — obviously to students of photo engraving — been retouched. The Uneeda box is, as we all know, very largely blue — but all of us do not know or call to mind in such a case that blue is a color not easily caught by the camera — and no doubt this is especially true under some of the peculiar climatic conditions that Mr. Mears naturally ran across. In some of the pictures, the carrier of the box shows up clear and distinct, and in these a little retouching of the box, if necessary, would not be noted. In others, where the scene is all faint, and the box is not retouched, it still would appear to be a box of Uneeda biscuits—almost anybody would make allowance for the faintness of the box in such a case. But in several other cases, many who look at the pictures would believe that the person holding the box never really held it — that it was painted in or otherwise "faked," whereas you and I know that this was very probably not the case. Particularly is this effect noticeable in the faint picture of the group in front of the United States consulate at Yokohama. The Japanese dignitary (I presume he is a dignitary) does not appear to be holding the box at all. So strongly is it brought out that it looks as if it were falling in front of him, and as if the artist drew it that way. In these days when everybody has heard of fake photos, to say nothing of fake travelers, the effect is bad. Whether it would have been well to have a black box for photographic purposes (with, of course, an ordinary box that would not be photographed) is doubtful, but certainly more care should have been exercised by the engravers in avoiding any appearance of faking.

Of course, the box was duly opened by President Green before a committee, and the biscuit were found fresh and crisp, and as wholesome as the day they were packed. I should have liked to have President Wilson and his cabinet open that box. The test in various climates is spoken of as "extreme." No doubt the biscuit could, however, stand tests that would appear to any one "extreme."

Still, it was a good ad, and no doubt has brought Uneeda Biscuit to the attention of mankind in places where it is comparatively unknown, if there are such places.

Couldn't you — in these days of combination advertising — have added a little more to the story of the New York Sun, whose representative Mr. Mears appears to have been? But then you probably had no mention in the Sun's reading matter concerning the trip, though possibly its advertising columns told of the long journey of one of the most advertised of all "advertised articles."

✣ ✣ ✣

The reading notice that fools the public into reading it is still used, I see from some papers sent me. It has generally been a poor advertising proposition beside the ad that "told at a glance" it was an ad, and appeared proud of it.

✣ ✣ ✣

A Folder from a "Big Little Paper"

From the publisher of what is described on the well-printed memo head as the "biggest little paper published in Western Kansas," which makes the not extravagant claim, as circulation claims go, of a paid circulation of six hundred, comes the following memo.

Harry Albro Woodworth, 43 St. Botolph Street, Boston, Mass.

Dear Sir: I am sending you herewith a little advertising of a special holiday number of my paper. Last year I used a post card, and as a result issued a 12-page all home print paper which run $130 in advertising, without any solicitation. I have made a rule to do no personal

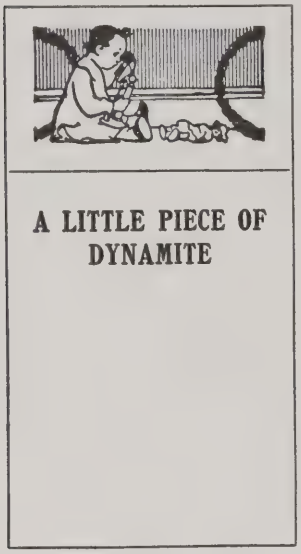
soliciting for advertising for these specials, and have never fallen down yet, having issued as high as three in one year, with the week's advertising never running below $100.

Would like to know what you think of the folder.

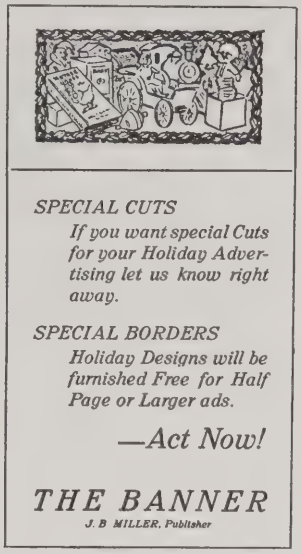
Yours very truly, J. B. MILLER.

The Bucklin Banner, Bucklin, Kansas.

It depends on communities, no doubt. In some small places very good advertising sometimes falls down unless it is supported by personal solicitation.

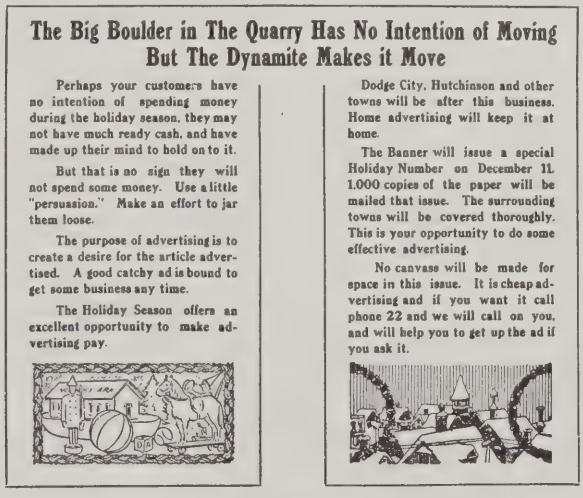


2a


SPECIAL CUTS
If you want special Cuts for your Holiday Advertising let us know right away.
SPECIAL BORDERS
Holiday Designs will be furnished Free for Half Page or Larger ads.
—Act Now!
THE BANNER
J. B. MILLER, Publisher

No. 2b

But the folder seems to be so good an advertisement, and so suggestive to publishers in the smaller centers, that even though this holiday season will be passed when this writing is printed, I give all its


The Big Boulder in The Quarry Has No Intention of Moving But The Dynamite Makes it Move
Perhaps your customers have no intention of spending money during the holiday season, they may not have much ready cash, and have made up their mind to hold on to it.
But that is no sign they will not spend some money. Use a little "persuasion." Make an effort to jar them loose.
The purpose of advertising is to create a desire for the article advertised. A good catchy ad is bound to get some business any time.
The Holiday Season offers an excellent opportunity to make advertising pay.
Dodge City, Hutchinson and other towns will be after this business. Home advertising will keep it at home.
The Banner will issue a special Holiday Number on December 11. 1,000 copies of the paper will be mailed that issue. The surrounding towns will be covered thoroughly. This is your opportunity to do some effective advertising.
No canvass will be made for space in this issue. It is cheap advertising and if you want it call phone 22 and we will call on you, and will help you to get up the ad if you ask it.

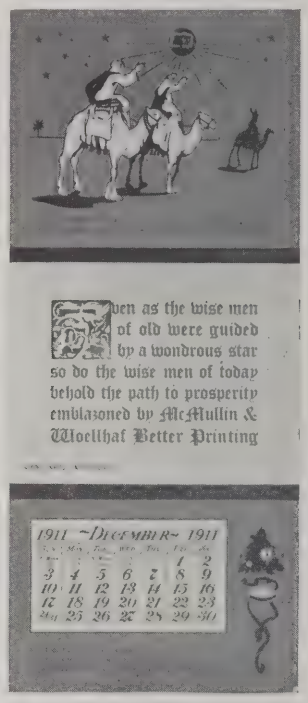
No. 2c

four pages (2, a, b, c). The cuts are red, with plenty of varnish; the remainder black; the stock is light brown cover paper. The pictures are all holiday pictures, and doubtless a picture of an explosion would not have improved the advertisement any, and might even have distracted attention from the dynamic talk. Mr. Miller can inject considerable forceful personality into his advertising, and that is one reason he does not seem to need the follow-up of a personal call.

A Firm That Believes in Blotters

McMullin & Woellhof, of Burlington, Iowa, call themselves "Better Printers," emphasizing the word "Better" with italics. It would seem that they are justified in their claim, judging from the collection of blotters of various months in various years that I have just received. Most of the most elaborate are in so many colors and tints, and have so much printing over colors and deep tints that they are unreproducible, even by the half-tone process. Here is a novel one (3a), in which the work-mark of the firm will be shown in the child's lettering, rather than on the design, where the book with the letters "M" and "W" on opposing pages are printed in black over red. It is an observing child who gets the cross-piece on a cap "N" right. The half-tone is colored, the dress being a light

3a


Even as the wise men of old were guided by a wondrous star so do the wise men of today behold the path to prosperity emblazoned by McMullin & Woellhaf Better Printing
1911 —DECEMBER— 1911

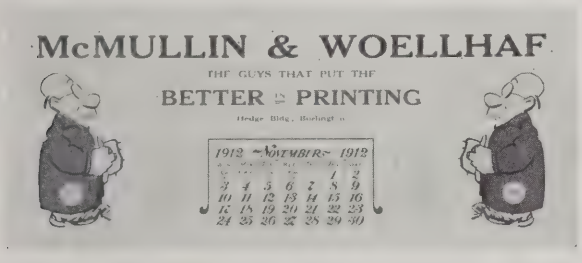
3b

green; the rest of the job is black and red. The Christmas blotters bear the dates of December, 1911 and 1912, and I wish I had received them in time to give them in advance of this holiday season. One of them, however (3b), though choice typographically, I do not altogether like, as I will explain. But how Christmasy is the green and the gold (the rules, for instance are gold, bordered with green), the light green tint at top and bottom, and the yellow tint in the center, and the ornamentation, and the type, and the pictures — at first glance I was much pleased with the pictures. But the upper picture is the portion of the job to which I especially object — mind you, I am speaking from an advertising man's viewpoint. The largest golden star has the work-mark on it, and this, as well as the wording, seems to me to be a case of overstepping the mark as regards Christmas advertising, for

the reason that it is mixing it rather too much with what the majority of the public in this country regard as sacred. Many, no doubt, of the really religious — and I make no claim to being any more religious than the average man in my line of work — would probably not mind the use of the scriptural story in this way, but I am sure some would, and that it would offend others' notions of what constitutes good taste, particularly with the lines from a hymn or religious poem beneath the picture. It is a mighty good rule in advertising to use no design that could possibly offend anyone's religious ideas, unless they are those of the crankiest kind of cranks; and even they are possible patrons. The blotter is not in keeping with the admirable taste displayed on most of the blotters. I would reproduce the other beautiful Christmas blotter were it not torn, but hark to its message:

The Christmas spirit fills our hearts. We linger by the wayside and think of you. With pleasure we convey our feelings of friendship and good will. And we in turn dare to hope that you, too, may tarry long enough to think kindly of us and wish us well.

That is fine. I am reproducing the other blotter as a wonderful specimen of Christmas printing, and because I hate adversely to criticize anything that I do not show. And perhaps I am too finicky; but I think not. I have done some advertising myself



3c

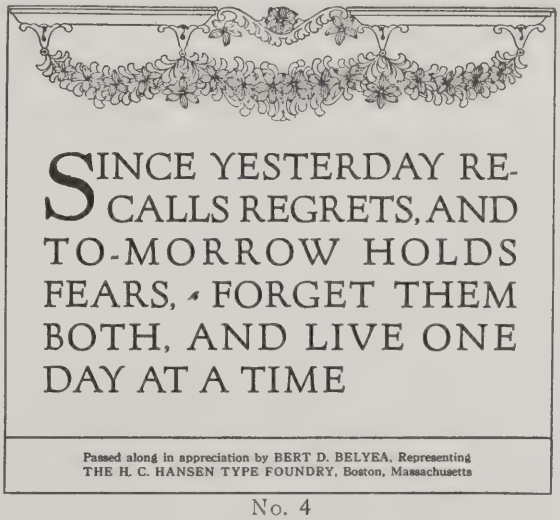
that I would not have done after giving the matter careful consideration — written matter that might offend someone's religious sense — something I would have had no bones about saying in a serious editorial, but not in an ad which is intended to appeal to the public in order to induce them to patronize or at least to feel good toward the advertiser, and not as an exposition of the ad-writer's personal views about something entirely foreign to good advertising. This is not a similar case, but even advertising critics are not above criticism, even by themselves.

Now for a humorous blotter (3c) — and it has been proved by statistics that even such playful, not to say horseplayful humor as this, brings in the ducats. There is rare contrast on this blotter, in type, color, and general character. There is that between the red of the line " Better in Printing," the border of the calendar, the coats and the tinted faces and hands, with the black of the rest of the job. Then there is a pleasing dissimilitude between the extravagant humor of the pictures and bold daffy-dill wording and the delicately printed, sincerely worded remarks about " Quality " and " Service." The pictures are evidently in the style of a local cartoonist, judging from the lines " Apologies to Goldberg. Courtesy Burlington Gazette." There can probably be no serious objection, even on the part of a precision as regards advertising, to the ragged figures used by the printers in pleasant satire at their own expense — and as to the daffy-down-dilly wording, here not so foolish as usual, it seems to have lent considerable force to national advertisements. I have heard no late phrase that seemed to provoke so much appreciative comment as the Mogul daffy-dill about putting the O. K. in smoking; and women appeared to be particularly taken with it. And the name of the advertised article seemed to be in all cases remembered. I have no data as to the quantity of cigarettes of the Mogul brand this phrase induced many of the ladies to buy, either for the men for whom they are wont to buy cigars at Christmas, if we are to believe the humorists, or for themselves in this age of emancipated womankind.

✣ ✣ ✣

A Salesman's Cheer-up Card

I have for years received such messages as this (4) from time to time from Bert D. Belyea, who is on the road for the H. C. Hansen Type Foundry. So yesterday, after receiving this very artistic hanging card I hunted up Mr. Belyea, and found him the same cheery, lively and husky youngster as when


SINCE YESTERDAY RECALLS REGRETS, AND TO-MORROW HOLDS FEARS, FORGET THEM BOTH, AND LIVE ONE DAY AT A TIME
Passed along in appreciation by BERT D. BELYEA, Representing
THE H. C. HANSEN TYPE FOUNDRY, Boston, Massachusetts

No. 4

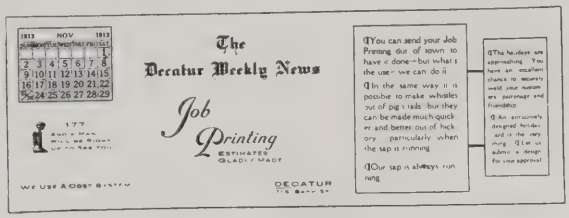
he and I were young together — he the chief job compositor on a St. John, N. B., paper, and I the " boy editor." So this yesterday recalls no regrets. The rules, ornamentation and initial are in a lake that because of the difference in tone of these gives three distinct shades; the remainder is in black. The letter is a beautiful one for such work — what do you call it?

✣ ✣ ✣

Plain facts plainly told are more convincing than a whole string of superlatives.

A Good Blotter, Easy to Better

"We would like to have your ideas on it," writes R. L. Brown, in sending this blotter (5c). It is hard to make such jobs altogether satisfactory. The shaded Old English letter is hardly harmonious with



No. 5

the clear, sharp faces, and of course the type in which the calendar was originally set introduces another face, which makes almost too many for such a job. Of course the letter in which the name of the paper appears is probably like that used for the head of the paper itself. The letterhead of the News has a similar letter, but it is distinctly different in some respects, the "N" being of another style of Old English capital. The detachment of the "The" in the same manner as the "Job" in letters so different, detracts from the force of the very striking arrangement of the words "Job Printing."

The handling of the words "Job Printing," with the two lines following, is striking and artistic, though perhaps were the Gothic letters all of a size it would be better — there seems to be enough of the caps-and-small-caps effect on the blotter. The trouble with the job is that it is too bare in spots, or rather in one spot, when there is such a connectedness in respect to the joined panels. Now the bareness of part of the job would give it an especial charm if it were better balanced. There is too much contrast with the solidity of the calendar and other panels. At the risk of making rather a long line, I should put the title of the paper in one line — it undoubtedly is in one line on the head of the paper. Even with the "The" omitted, and a slightly different disposition of the lines in the center, the job would have a stronger appearance than it has now, and the panels would stand out without appearing so lonesome in the excess of space. But you would doubtless want the "The," and there could be less spacing between the words. And a line descriptive of the paper and of the same length as the name, be run under it.

I like that line "We Use a Cost System." That's the stuff! Talk of your cost system as something you are proud of — you should be. It puts printers on the plane of other high-class business men. I hope to see the time come very soon when the discriminating buyer of printing will not want to do business with a printer who hasn't a cost system.

✣ ✣ ✣

1914 is going to be a better year for printers than 1913. Happy 1914!

Some Display Type and Rule Variations

Three pages from the folder of the Oklahoma Farmer, Oklahoma, Okla., are shown because of

It Means Business For You

A big farm market— and a big farm paper that is "in good"

No. 6a

Significant Facts

About Oklahoma's Most Practical Farm Paper

It is the oldest farm paper in the state.

Its editor is the author of the text books on agriculture used in the schools of Oklahoma. He is the man who organized in Oklahoma boys' and girls' agricultural clubs with the greatest membership of any state.

The list of contributing editors includes the best known state and United States agricultural experts.

In 1912 the farmers and breeders of Oklahoma placed more livestock advertising in Oklahoma Farmer than in all the other farm papers of Oklahoma combined.

Oklahoma Farmer also carries regularly more classified advertising including real estate, poultry, livestock, etc., than any other semi-monthly farm paper in the State.

The schools and colleges of the Southwest use more space in Oklahoma Farmer than in all other farm papers of Oklahoma combined.

Guaranteed, paid-in-advance circulation 54,000. Goes only into the best farm homes of Oklahoma, Western Arkansas and Northern Texas. The bulk of the circulation is within the State of Oklahoma.

Advertising rate, 25 cents an agate line.

Oklahoma Farmer

Arthur Capper Publisher

M. L. CROWTHER, Manager, Oklahoma City

MARCO MORROW, Director of Advertising

Chicago, 1800 Mallers Bldg., - - - - J. C. Feeley
New York, 1306 Flatiron Bldg., - - - W. T. Laing
Kansas City, 1512 Waldheim Bldg., - - } Tom D. Costello
St. Louis, 1106 Chemical Bldg., - - }
Omaha, 334 Chamber of Commerce, - - J. T. Dunlap

No. 6b

the display, and the use of heavy rules in light green. No. 6a is the outside page of the folder, and is tastefully arranged as to margins. The line giving the name of the paper on 6b is in green as well as the rule. Naturally the lightness of the type

It Pays These Good Concerns

It Will Pay You Too

No. 6c

makes the green appear lighter than where it is used with the heavy rule. Headlines from opposing testimonial pages are shown as 6c. At the bottom of these pages single rules are used.

✣ ✣ ✣

If people visit a store or other place of business in response to an ad, it is a fair assumption that they will buy if the conditions be right. If they fail to buy it is because something is wrong, and the blame should be placed where it belongs.

✣ ✣ ✣

Illustration is Oldest of Arts — Chicago Leads in Modern Development

The illustration has come to be so indispensable a part of the literature of today that it is hard to appreciate that modern processes of pictorial reproduction are little more than a quarter of a century old. Yet in that space of time the art of designing, engraving and electrotyping, as these arts are known today, has been developed, and in its development Chicago, in keeping with its important place in commercial and industrial development generally, has had a leading part. The story is told in the report of Subdivision No. 42, Engravers, Electrotypers and Designers, presented at the association meeting on Wednesday last. The report follows:

Bulletin No. 15

Subdivision No. 42, Engravers, Electrotypers and Designers

The lines of business represented by the engravers, electrotypers and designers of Chicago, are comparatively young, for the industry, as the public knows it today, is of recent development, though it has its origin in possibly the oldest of the arts, pictorial design.

Reference to the Chicago city directory of 1871, the last published before the great fire, shows but one name in this line of business that is repeated in the city directory of 1912.

While the art of illustration dates from a period long before the beginning of recorded history, photo-engraving, as now practiced, had its beginning about 1890, and in the short space of a quarter of a century has grown to be a great factor in the business world.

Consider the printed book, the newspaper, the magazine or catalogue of twenty or thirty years ago — barren of illustrations, unattractive and cold — and then compare with it the wealth of illustration that practically every book, newspaper, magazine or catalogue of today provides. The transformation has been brought about because of the perfection and small expense of present-day photographic illustrative methods as compared with the expense, in time and labor, occasioned by the hand work of a short generation back.

You manufacturers need not be told the value of modern illustrations in moulding public taste and directing public attention upon the newest styles of goods which you produce. You are aware that the "Sunday clothes" of the villagers in practically any town in the United States — no matter how remote from centers of fashion — will compare as favorably with the city dweller's notion of correct dress as their ability to pay the price compares with the ability of their city cousins to do so. This fact is due to modern illustrative methods which produce faithfully in the farthest hamlet the fashions of Michigan avenue.

The catalogue, the magazine, the newspaper is printing pictures that create public desire for the best that the pocket-book can afford. Primarily that is good advertising, but beyond this fact these organs are moulding public thought and we have a better civilization — a better dressed and better housed community — because of the impressions that are gained from modern illustrations.

There are in Chicago about forty photo-engraving plants and nearly as many electrotype foundries, employing about 5,000 artists, artisans, mechanics, salesmen, clerks, etc. The value of the product measured by the charge to the consumer may be placed at about $5,000,000 per year, measured by its value to the commercial interests its worth is inestimable.

Imagine if you can the great commercial houses of Chicago issuing catalogues without pictures of the goods they have to sell. Or think of the great retail establishments of the city advertising in the newspapers without the use of illustrations. Figure out if you can, what your own catalogue would lose in value and effectiveness were present-day illustrative methods unknown, and it may be possible the better to appreciate what the art and industry of designing, engraving and electrotyping means to commerce and industry.

The designer and engraver seldom receives the credit that is due him as a factor in the success of the institutions he serves, but if his art were to become a lost art and no similar process were invented to take its place, the merchant or manufacturer would find his loss to be as great as would be the loss of modern facilities of transportation and communication.

Chicago is prominently identified with the development of the industry of engraving, electrotyping and designing. We have in the city the largest photo-engraving establishment in the United States, if not in the world, and, with posssibly one exception, the largest electrotype foundry in the world — largest in quantity of output and volume of business as shown by sales. There is nothing in the line of plates and illustrations for use on the printing press that cannot be obtained from the houses represented in Subdivision 42 of The Chicago Association of Commerce, as thoroughly good and up-to-date as can be had from any source in the world.

Chicago is a great center for the production of printed matter of all kinds. If it does not lead the world in quantity as well as in quality, in the production of printing plates, the fact may be due in part to the orthodox fetish that has prevailed in the past, but which the superiority and worth of Chicago products long ago disproved, that "to get the best or to save money one must go away from home."

"Made in Paris" may indicate excellence in art and style; "made in England" may imply high standards in

textiles; "made in Germany" may signify dependable value in chemical and other scientific products, but to be better if made elsewhere than in Chicago, is not a well founded superstition with reference to designing, engraving or electrotyping, and in this line as in other lines which contribute to the supremacy of the great central market, "made in Chicago" is the mark of superior excellence.

George H. Benedict, Chairman, Subdivision Committee No. 42, Engravers, Electrotypers and Designers.

✣ ✣ ✣

THE PAPER MANUFACTURING INDUSTRIES AT THE PANAMA-PACIFIC INTERNATIONAL EXPOSITION

There promises to be a spirited competitive exhibit in the paper manufacturing industries at the Panama-Pacific International Exposition which will interest the public, advertise paper products and create a wider market for the manufactures of those who provide the world of literature, correspondence, journalism and trade with its paper.

A prominent representative of the paper manufacturing industries, in a conversation with Theodore Hardee, chief of the Department of Liberal Arts, in which the unmade up products of paper manufacture are listed, declared that this was the psychological moment for domestic makers of paper to present exhibits of working models of processes and of finished products, to demonstrate what paper makers of this country have always maintained, the eminence of their goods when compared with the output of any other country on earth.

An exhibit in 1915 in San Francisco means the placing of products most advantageously before discriminating buyers of the whole world in general and of the Pacific Coast in particular. The Pacific area comprises a field of unlimited possibilities, resources and prospects, reaching out to the twelve nations of the Western coast of Central and South America, Australia, Japan, China, Russian Asia, Alaska and Western Canada. Here will gather not only official delegates and representatives of those countries, but exactly that part of their public which it most behooves the producer to acquaint with his goods. Here they will compare the products of all makers.

Such manufacturers as may not see immediate or direct benefit to themselves by taking part in this universal exposition, are impelled to seek representation by proper pride of production, by patriotic sentiment and by an instinct which, racially felt, has remained true in principle and fact since nations existed, that the benefit of one is the advantage of all. These manufacturers are determined that foreigner and fellow citizen will receive an enduring impression by the manufacturing resources of this great country, and they feel finally, that the celebration of the completion of the Panama Canal is an event to call forth the ultimate effort of all who enjoy privileges of life and activity in the land that brought the two oceans and their bordering nations into communion of trade and closer to perpetual amity.

✣ ✣ ✣

"Check" Acceptable—Treasury Not Too Plethoric for Others to Gladden Us by Following This Good Example

Pierre, S. D., Dec. 13, 1913.

Gentlemen: I enclose check for $2.00 in payment of current year's subscription. This comes late but have been away from home all fall. Trust the treasury has not become so plethoric but you will still accept a check for subscription, though late. Sincerely,

CHAS. McCAFFREE,

Merry Christmas to Father Herbert.

"SELF-INSPECTION" FOR GRAPHIC ARTS FIRE INSURANCE MEMBERS

The inspection service of the Graphic Arts Mutual Fire Insurance Company has, since it was first instituted about three years ago, amply justified its establishment by producing a decided lessening of the fire-loss, and by the dissemination among the whole membership of knowledge gleaned from the leaders. It has, however, been necessarily costly, and this fact has operated to restrain the company from putting it on a basis of monthly visits, although it is recognized that this would be highly beneficial and desirable. As the best practicable substitute, however, this company has now instituted a system of "self-inspection," by which the proprietor of each plant has the inspection made monthly by one of his employes, on a blank furnished by the company, and forwards it to the office of the company. The following from circulars sent out from this company's office to the members explains the plan as follows, the suggestions as to which will be valuable to every owner of a publishing, printing or any other office or establishment:

Self-inspection, as developed in the practice of this company, means a regular program for daily and weekly cleaning, care, and maintenance of order in the plant, and a regular monthly inspection to see that this program has been carried out as provided.

Proofs of the Value of the Self-Inspection Plan

(1) It has been exhaustively tested by the Flour Mill Mutuals, and has been proved beyond a doubt to be a great diminisher of fires.

(2) It is a credential of great value in introducing to the Mutuals who have made **large** successes; who have been able to earn dividends of 50% and over for their members. These companies look on Self-Inspection and similar measures as the only way to make large dividends, and they are interested in us and inclined to co-operate with us pretty strictly in proportion to our activity therein.

(3) It is a measure that is valuable to any owner in keeping him in close touch with maintenance conditions in his plant; as is proved by the fact that several of our most progressive members had adopted similar measures before our recommendation, and without reference to our plan for a premium credit thereon.

✣ ✣ ✣

EDITOR-SENATOR GLASS, ALABAMA

Frank P. Glass, editor of the Birmingham News and president of the Montgomery Advertiser Co., has been appointed United States Senator by Governor O'Neal to succeed the late Senator Joseph F. Johnston. Mr. Glass is one of the best known newspaper men in the south.

Mr. Glass is fifty-five years old and a native of Alabama. In 1886 he acquired a half interest in the Montgomery Advertiser, two years later becoming editor of the Birmingham News.

With Editor Glass of the Birmingham News in the senate, and Editor Glass of the Lynchburg News, chairman of the currency committee in the house, the public will surely be able to see what is going on at Washington.

Chilton, Wis., Dec. 20, 1913.

Gentlemen: Inclosed find four dollars for two years of the good stuff which your magazine dishes up with each issue. It is encouraging words from men able to criticise that spurs one on to do better. I have spent my entire life in The Times shop from the pi counter to editorial at the desk and feel that I am entitled to some pleasure in this game of life and am sure to find it in perusing The National Printer-Journalist, so send it along. Wishing you a Merry Christmas and a Happy New Year, I remain,

Very truly yours, W. A. Hume.

IDEAS FOR PROGRESSIVE TYPOGRAPHERS AND COMPOSITORS' ROUND TABLE

Type, Border and Decoration

By J. L. Frazier, 604 Kentucky St., Lawrence, Kansas.

BUSINESS CARDS AND TICKETS

PRINTING of business cards and tickets forms but a small part of the product of the average printing plant in point of dollars and cents but, on the other hand, there is perhaps nothing that is more frequently done.

Every business man has his business card. He uses it as an introduction when he calls upon another and consequently does not have to explain who he is or what he wishes to talk about. The other holds the card in his hand and is thereby saved the embarrassment of having to stutter over the giver's name or ask for it a second time during the course of the conversation. In other words, it facilitates the immediate getting down to business. So much for the business or professional card.

Tickets serve a multitude of purposes. They are used frequently in advertising and every entertainment, dance or public dinner uses them for the purpose of admission. This variety of uses makes the printing of them important and establishes proper methods for the handling of the same.

✣ ✣ ✣

Business cards have a fixed style of treatment and simplicity should be the absolute rule. They serve a definite purpose and should go about their work without ceremony. This makes fanciful treatment out of order, but neatness and legibility absolutely essential. Plain types are necessary and since the copperplate printers set the styles in this branch of the industry, types that are imitations of engraved work should be used to a great extent. All the foundries make these faces. The plain block letters called, incorrectly, gothics are best suited for this work. Variety and contrast is secured through the use of different sizes and different tones and monotony is avoided through that use of capitals of different size face upon the same size body, lining as they all do at the base of the letter. Another advantage of this style of letter is that a great deal of matter can be made to occupy a small space and yet be readable. Other type faces that are suited to this class of work are known as Card Mercantile, Litho Roman and Engravers' Roman.

✣ ✣ ✣

On business cards the display, for utilitarian purposes, is regulated by certain fixed principles, if not rules. The name of the firm, being of most importance, is set in the largest size type and is placed at the point of balance which is a trifle above the center of the card. Many printers make the mistake of placing this main line in the exact center of the card which is not the point of vertical balance and the line appears low. The firm's business is next in importance to the name of the firm and should be set directly below the name of the firm in a smaller size of type. The city address and street number are next in importance and ordinarily occupy the lower right hand corner. This is not essential for the name of the town is often placed in the center beneath the line stating the firm's business. The telephone number, if used, should be set in small type at the top of the card, perhaps a pica from the edge. The name of the person presenting the card or any other matter of minor importance can be placed in the lower left hand corner in small type.

I have had reproduced here a card that represents the idea I have been trying to convey and which is a very good style to follow:

OFFICE PHONE HAMPDEN 5261

RESIDENCE 8743 MAYNARD AVE.
PHONE GARLAND 1234

FRANK H. WISMAN

SURVEYOR AND CIVIL ENGINEER

6587 WEST HAMPDEN AVENUE
S. W. CORNER VERNON STREET

MAYFAIR, N. H.

DRAINAGE, SEWERAGE, HYDRAULIC, MASONRY, STEEL AND REINFORCED DESIGN PLANS AND SPECIFICATIONS

PLANS, PLATS AND SPECIFICATIONS AND REPORTS. REAL ESTATE DEVELOPMENT AND BUILDING A SPECIALTY

No. 1

I am reproducing Exhibit 1 because it explains what I have said above in regard to a great deal of matter being handled in a comparatively small space and yet be legible through the use of plate gothic. It does not follow exactly my idea of the model

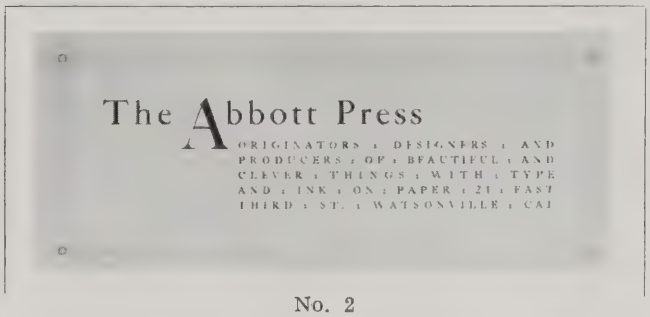
card above but there is so much matter in the copy that it could not have been handled in that way. It certainly represents an admirable handling of the copy. It is symmetrical throughout and the balance is very fine.

* * *

As stated above there is no variety of treatment for strictly business cards and the examples already given should place the typographer on the right track and he should have no difficulty then in handling the work.

* * *

There are certain classes of business in which the art element, though not essential, is desirable and in them it is a good idea to get away from the staid style of stern business treatment. The typographer, if he thinks along with the setting of type, can decide for himself what these are and handle them accordingly. A few such firms are florists, dealers in art, music and art schools, theaters and anything wherein there is an artistic


The Abbott Press
ORIGINATORS : DESIGNERS : AND
PRODUCERS : OF : BEAUTIFUL : AND
CLEVER : THINGS : WITH : TYPE
AND : INK : ON : PAPER : 21 : EAST
THIRD : ST. : WATSONVILLE : CAL

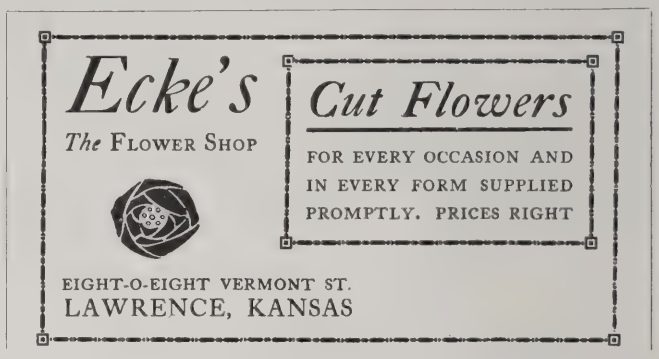
No. 2

consideration. Whatever adornment is given the cards of these concerns should by all means be appropriate and in accordance with typographic rules governing shape and tone harmony.

Example 2 is the card of the Abbott Press, of Watsonville, Calif. It is certainly a nifty piece of work and thoroughly out of the order. Despite the odd placing of groups good balance is secured. The little ornamental devices in the four corners are printed in red, the initial "A" is in pale green and the type matter and border is in black. The firm name printed in lower case breaks the monotony that would have resulted had the design been printed all caps.

* * *

Example 3 is one of my own designs and although it represents a novel method of handling a business card for a florist, I am going to take a dose of my own medicine and tell the readers of the department wherein I erred. I think the inner panel should have been smaller as to depth so as to throw the three small lines beneath the words, "Cut Flowers" closer together. As it is they are on the verge of being too far apart. The floral design should have been placed higher and nearer the words, "The Flower Shop," and the street address crowds the line, "Lawrence, Kansas," too close for comfort. I am not at all backward about saying that I can frequently go back over work I have done and find errors in its construction. It is a common

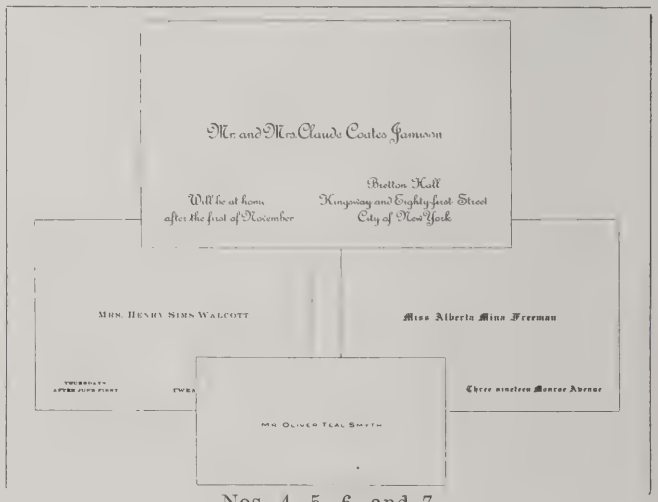


No. 3

fault of many printers to become so engrossed in the general design that they overlook the details, which should always be important.

* * *

It is very important that personal cards and society printing be handled in the proper manner, and here again certain fixed principles govern the work even to the size of the various cards. The type faces should in every instance be Script, Old English, Plate Gothic or some imitation of copperplate letters, of which there are a number. A lady's card should be 2 1-16x2⅞, a gentleman's 1⅞16x2⅞, and a lady and gentleman's card 2¼x3¼, A reception card should be 3½x5⅝, and an "at home" card 2⅝x4½. I have reproduced here as Exhibits 4, 5, 6 and 7, specimens of this class of


Mr. and Mrs. Claude Coates Jameson
Will be at home after the first of November
Bretton Hall
Kingsway and Eighty-first Street
City of New York
Mrs. Henry Sims Walcott
Miss Alberta Mina Freeman
Three nineteen Monroe Avenue
Mr. Oliver Teal Smyth

Nos. 4, 5, 6, and 7

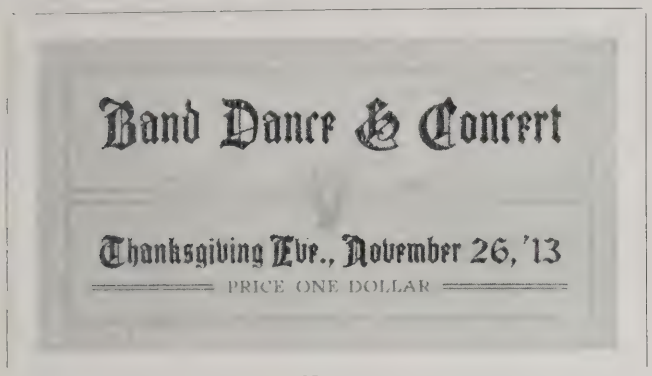
work that should serve as a guide for printers who are not already on the right track in this kind of work. Society cards should always be printed on pure white, unglazed cardboard. The personal cards should be printed on thin card stock and the larger cards on heavier stock, but in every instance the stock should be of high quality, so that no hint of cheapness will be given.

Right here I want to say a word in regard to stock in general. I see so many good typographic

jobs ruined through the use of poor stock when a better grade would have cost so little more that I feel like weeping, almost. The manufacturers and dealers in paper are progressive away beyond the printer, and some of the late product of the paper mills is a delight to see. Use some of it, and I am sure it will mean more and better business.

✣ ✣ ✣

I am indebted to Mr. C. W. Ludtke, of Markesan, Wis., for Exhibit 8, which is very attractively printed in two shades of green on white stock. The ornament is very well placed and the rules forming the broken panel running into the ornament at either side add novelty. I am sorry, however, that

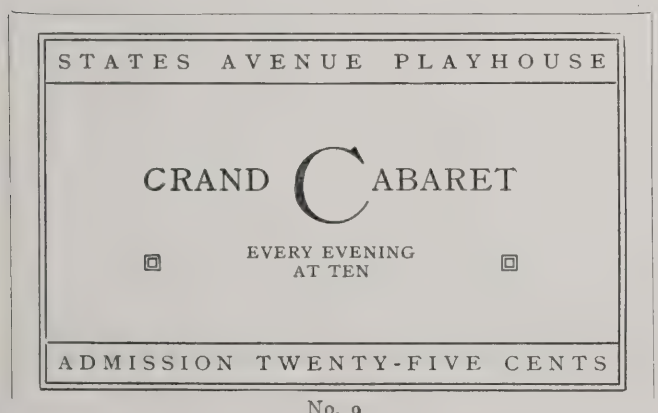


No. 8

he had to use the parallel rules at either side of the lower line in order to square up the design, for that is one thing I do not favor at all. Mr. Ludtke has sent me several letterheads that I regret very much came too late for use in my department last month. They are as nice a lot as one could wish to see.

✣ ✣ ✣

Exhibit 9 shows a novel method of using an initial letter in a business card. The little square ornamental devices are so placed that they break

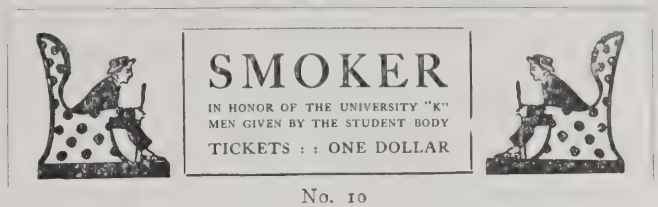


No. 9

up what might be awkward white space. I have reproduced it for the clever use that is made of the initial "C." It is from a specimen book of Barnhart Bros. & Spindler.

✣ ✣ ✣

The smoker ticket, Exhibit 10, is reproduced because the small cuts at either end are so appropriate to the subject of the design. The dapper college chaps, apparently talking over the football situation, are very pleasing in this instance. In the original they were printed in red, which gave the design as a whole a more even tone. Inci-



No. 10

dentally they cost nothing, as they were cut out of advertising electrotypes, of which every newspaper office has an abundance. Many attractive ornamental devices can be secured in this way from plates that are usually dumped into the scrap metal heap.

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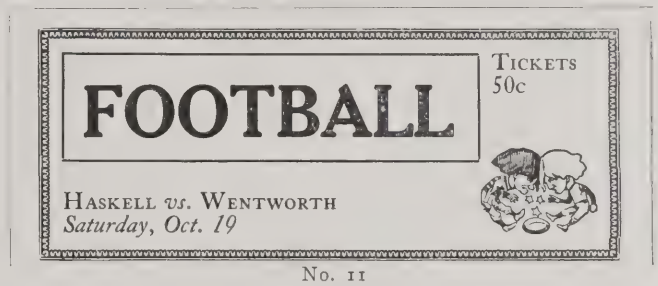
Exhibit 11 represents a novel way of handling a ticket for a football game. Here again the decoration is appropriate and interest is inspired at sight of the two players colliding before the ball. Too

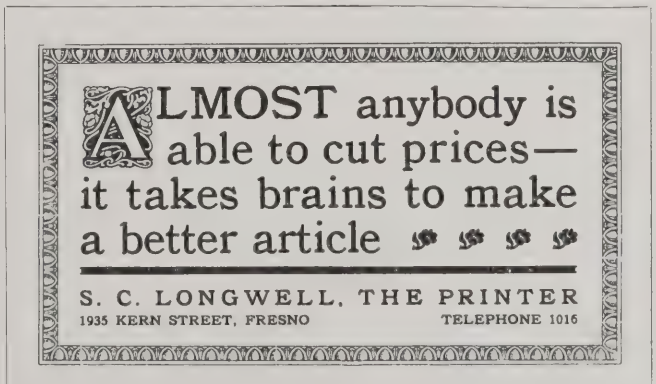


No. 11

much cannot be said regarding the appropriateness of decoration. Better none than that which does not harmonize with the subject of the design.

✣ ✣ ✣

Exhibit 12 is an admirable motto card and represents a principle that should invariably be a part of such designs — simplicity. The motto is the thing and nothing should counteract its effect. Many


ALMOST anybody is able to cut prices— it takes brains to make a better article
S. C. LONGWELL, THE PRINTER
1935 KERN STREET, FRESNO
TELEPHONE 1016

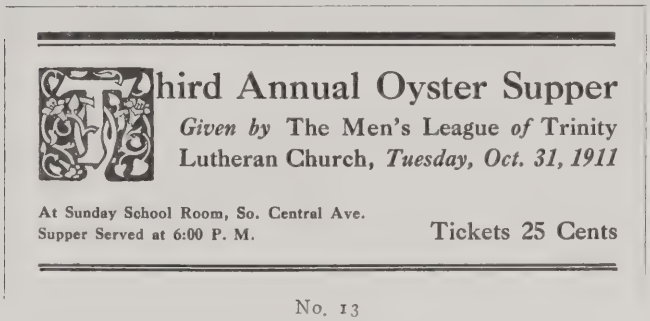
No. 12

printers in handling motto cards endeavor to get up something "fancy," and get every face of type the office possesses, and ornaments that have no bearing upon the subject, into the design. The

result is the card does not get in its real work, which is to force the reader to see the name of the firm through the reading of the motto. Simplicity in design does not mean an absence of decoration, but it does mean confining the design to as few groups as possible, so that the central idea of the text will lose none of its force.

✣ ✣ ✣

H. Emmett Green, of Wichita, is responsible for the oyster supper card, Exhibit 13, which represents

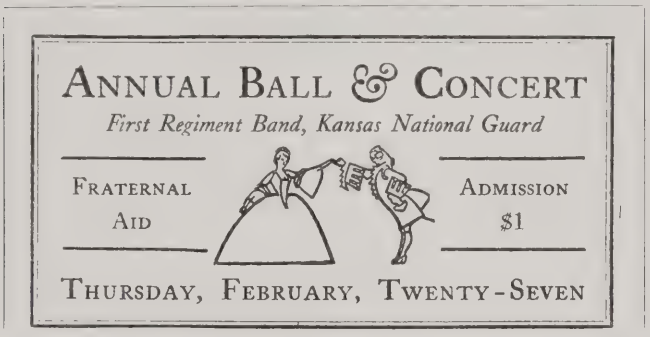

Third Annual Oyster Supper
Given by The Men's League of Trinity Lutheran Church, Tuesday, Oct. 31, 1911
At Sunday School Room, So. Central Ave.
Supper Served at 6:00 P. M.
Tickets 25 Cents

No. 13

an informal style not only neat typographically, but easily read and quickly composed.

✣ ✣ ✣

Exhibit 14 is a dance card that scores through the use of the ornamental device in the center.

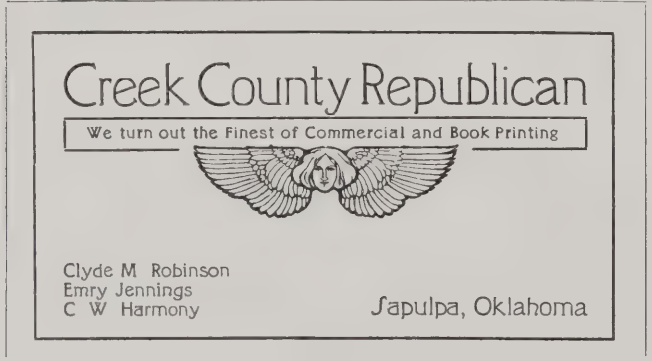


No. 14

It is a good example of tone harmony, the lines of the cut being of the same strength as the type and rules.

✣ ✣ ✣

Exhibit 15, from Claude W. Harmony, of Sa-



No. 15

pulpa, Okla., is a good specimen of card for a newspaper. I probably would have run the inner panel and ornament in red instead of the line enclosed by it, as did Mr. Harmony.

✣ ✣ ✣

In the printing of tickets and advertising cards the artistic printer can bring out many novel and artistic designs. Here the opportunity for out-of-the-ordinary treatment is always present. A thousand artistic treatments for the ticket of a music festival could be made from the same copy and then some one would bob up like a jack-in-the-box and show still a new treatment.

✣ ✣ ✣

THE TRIALS OF INVENTORS

With not sufficient knowledge intelligently to express an opinion as to the working value of the Universal Typesetting Machine made at Detroit, Michigan, and with no intention of giving any views with regard to the same, we have yet been attracted by, and have been led to believe that readers of the National Printer-Journalist will be interested in and in a way be benefited by the reading of, the following story of the machine and of the struggles of the inventor and his faith in the final success, that recently appeared in the Detroit, Michigan, Journal:

Out in old Fairview, at 519 Hillger Avenue, stands a two-story rough, brick building, in the second story of which is the embryo apparently of what will be a big Detroit factory. The room is fitted up for a machine shop, with a great many hand tools, special milling cutters, dies, jigs, drilling forms, a great many different pieces of unfinished machines, benches and vices. In one corner several drafting tables are arranged, while another corner is fenced off to provide an office. In this office is the only complete Universal Typesetting machine in existence.

It is an imposing piece of furniture and attracts attention at sight. It stands about five feet high, is about three feet long and perhaps two feet wide. No wires run into it from electric lighting circuits; it has no motors, no gasoline engines or other apparent power, and yet when the operator starts it, it ejects type into a runway, each type when it reaches the bottom being thrown into an upright position and advanced in the line as if it were trained to act that way. With no apparent motive power a distributing section of the machine takes the type which has been used and places each of them in its own particular little cell, ready to respond to the touch of the operator on a key. At first glance the machine looks like a chapter out of the "Arabian Nights," but on closer investigation it is simple as a lawnmower.

Concealed in the base of the machine is a small storage battery, similar to those used for ignition in a motor car. This little article furnishes all the power that is necessary. The type is taken from the galley and loaded into the distributer, which is simply a box containing sixty-five slots, each just wide enough to accommodate a line of type. Each type is specially nicked. The distributer travels over the tops of the storage channels, being propelled by an electro-magnet, stopping at each channel as it passes

along, and dropping whatever character may belong in that channel.

The operator sits at a keyboard in front of the machine and touches the keys in order according to the matter she may be composing. At a touch of the key the character corresponding to the key pressed is driven out onto a runway and speeds down to the left-hand side of the machine, where it is quickly set on end and advanced sufficiently in the line to allow the succeeding character to follow it.

In pressing the key, the operator makes a contact which connects the storage battery to a magnet, the magnet throwing the type out of its channel. The type character when it reaches the base of the runway, forms another contact which puts it into position in the line. When a line is completed it is automatically thrown back into the receiving "galley" and the runway is clear for another line.

The speed with which it works is the speed of a telegraph instrument, the principle of which it greatly resembles. It is scarcely believable, but it is a fact that as high as ten characters can be ejected and assembled in a second.

This machine stands as a monument to persistency, courage and strength of the will of its inventor, Arthur G. Baker, who has worked under the most trying circumstances and around and over obstacles that would have halted most men. Around the walls of the little room that he calls a factory are the discarded models of years gone by. There are only three of them present, but the inventor states that there were three before these came into existence that have all disappeared in the travels that he has made with the machine before it found its present abode.

"Eleven years ago," the inventor says, "I started to build a typesetting machine. I spent $1,200, which was all the money I had. The machine was a failure. That was in Boulder, Colo. Then I worked for the Boulder News for six months. At the end of that time a farmer let me have $100, with which I brought my family to Chicago, where I expected to finance the venture. Chicago was cold. I could not get a dollar there, so I came on to Jackson, Mich. There I found myself without a dollar, and worked for several weeks in a cement factory and pitched hay on a farm, after which I obtained a position at the printing business in Albion, Mich., where I built another model of the typesetting machine, doing the work on Sundays and evenings. I finally succeeded in interesting five Jackson capitalists in the matter, and they put up the money to build the first real machine I ever had built along the lines of the present machine. There it stands," said he, pointing to a dilapidated, rusty and antique looking piece of mechanism.

"After that we went a little faster. A company was organized and paid me $3 a day. I built another machine in Chicago, and then one in Detroit. The first cost $2,700, the other $10,000. On each machine I could show more than I could on the machine before it, consequently money came easier. But it never did come very easy. At one time, when the Chicago machine was under construction, I had to work a day on a Chicago paper to raise the fare to come back to my family in Albion. Up to a very short time ago the company never had $2,000 in the treasury all at one time. At one time we were over $2,000 in debt, and I was walking from the office to the house for exercise, and to save car fare to buy bread with.

"But it is apparently all over now. In a few months we shall have these ten machines out and sold. Then we shall build others. Next summer we shall probably build a good-sized factory, and in a few years we shall have one of the largest and most successful concerns in the city.

Some day some one will write of the tragedies of the inventing, promoting and constructing of type composing machines, and the true stories will read like fiction or the most thrilling romances and yet need to be only the simple narration of facts. How many millions have been sacrificed, beside the hopes and lives of noble men, both inventors and promoters, we do not know, but we were informed, a decade ago, that the aggregate amount had reached, at that time, over ten millions of dollars.

We have in mind a successful young lawyer of St. Paul, whose father was a wealthy farmer living in the suburbs of that city. The young man was attracted by the invention of a type composing machine at Minneapolis. He invested and subsequently went with the inventor to Philadelphia where he died, with his hopes unrealized, and a subsequent attempt was made to put the invention in practical shape at Hartford, Connecticut, but nothing has been heard of the invention for many years.

This was only one of a score that have disappeared. We have not tried more than to hint at the tragedies, the losses and disappointments that have resulted. Yet the men back of these undertakings were bright, intelligent, heroic and self-sacrificing. There have been successes and all printerdom and all the civilized peoples of earth have been benefited, and even those who have failed are deserving of honor, for others have been helped by their ideas and taught by their failures, and improvements are still being made. We hope that Mr. Baker and his loyal friends and inventors will realize all their expectations.

There is room in this great big world for all who help along in improvement and progress and for all their useful productions. There is a great variety of demands in the useful art of printing and until all possible demands of all the different branches of the business and of all the different offices are met and fully supplied, inventors will still be stimulated to meet all demands, all real or imaginary wants. There is little doubt but that those already successful will be urged to new and constant efforts for improvement by the new inventions, though men should take careful account of all that has been accomplished before venturing, for there is no reward in work to devise or construct where there is already perfected accomplishment. An inventor must be sure of better, more perfect or more economic accomplishment with his device before he is justified in expending time and money. Failure brings no rewards.

THE SEVENTH ANNUAL MEETING AND DINNER OF NEW YORK BRANCH No. 1, PRINTERS' LEAGUE OF AMERICA

The Seventh Annual Meeting and Dinner of New York Branch No. 1 Printers' League of America was held on Wednesday, December 17, 1913, at the Hotel McAlpin, New York City. The business meeting preceded the dinner and was well attended, nearly the entire membership being present. The reports of officers and committees showed a successful year's progress, eleven new members having been added, and the financial report of the Secretary-Treasurer, showed an increase of about $500.00 since March 1, 1913, when he took over the office.

No serious labor troubles occurred during the year and the relations with all the unions having contracts with the League were most satisfactory.

Plans were suggested for the further support by the League of the New York School of Printers' Apprentices, which it was reported was doing most excellent work and had acquired over $5,000 worth of the latest improved composing room equipment, the donation of private parties interested in advancing the art of printing. About 200 apprentices are registered for day and evening classes, each apprentice taking two periods per week, generally one day, and one evening, the day time being donated by the employer without deduction from the apprentices pay.

It was voted to authorize the Executive Committee to enter into an agreement with the Allied Printing Trades Council, on behalf of the label users, who are members of the League, whereby disputes over the use of the label might be adjusted by a joint conference committee in the same manner as disputes are now disposed of with the unions.

The election of officers for the ensuing year resulted as follows:

President, Charles Francis; vice-president, Floyd E. Wilder; executive committee, Isaac Goldman, William H. Van Wart, George W. Green, Charles Hahn, A. W. Little, F. C. Stevens, Thos. E. Geistweit, A. Stanley Graff, William Driscoll.

The secretary-treasurer is not elected by the League, but is selected by the executive committee.

The business meeting adjourned at 6:30, and at 7 P. M. the banquet hall, in the hotel ball room, was opened and the guests were seated. About 160 persons, including members, their wives and friends enjoyed the banquet, the music and singing, and the addresses which followed.

John Clyde Oswald, of the American Printer, acted as toastmaster, and the speakers in their order were: Charles Francis, President Printers' League of America; Henry L. Bullen, of the American Typefounders Company; W. A. Marble, President of the Merchants' Association of New York; Dudley Field Malone, Collector of the Port of New York; Rev. L. J. Evers, St. Andrew's Parish; James M. Lynch, New York State Labor Commissioner; H. E. Cleland of the Hill Publications, and Will J. French, of the California Industrial Accident Board.

President Francis reviewed the work of the local and national leagues, for the past year, showing the addition of three new branches of the national, and the negotiation of arbitration agreements by these branches and the successful adjustment of the scales under the agreements. Altogether he said, the progress in the past and outlook for the future was most gratifying to the League.

Mr. Bullen spoke on the apprentice question, and said it was up to the employer to see that apprentices were properly instructed if they expected a new crop of competent workmen. As many employers complained that business conditions prevented their giving the attention to the apprentice in shops, which they required, he said it was their plain duty to support the schools which were supplying the deficiency in instruction. He gave high praise to the New York School of Printers' Apprentices, which he declared was showing the road to success in this work. The greatest need right now was funds to continue the work so well begun, and he urged his hearers to come to the support of the school.

President Marble of the Merchants' Association outlined the history and objects of his association for the upbuilding of mercantile and manufacturing interests of the city and praised the work of the League as tending to the same end.

Rev. L. J. Evers gave an interesting account of his first lesson in the printing business, the outcome of a boyish escapade, and of his work among the printers of this city, his inauguration of services in St. Andrew's church, at 2 A. M. for the benefit of the night workers and the benefit derived therefrom. He praised the craft for its work in education and uplift and closed by an exhortation for each one to work for the general good.

Labor Commissioner Lynch spoke on Arbitration, and explained the difference between voluntary and compulsory arbitration, and showed the objectionable features of the latter form, from standpoints of both employers and employes. The most favorable conditions he said, were where a strong association of employers met a strong organized union, and settled their differences without the interferences of outside parties unfamiliar with the details of the business affected.

Mr. Cleland's subject was "Service," which he treated in a highly interesting and at times humerous manner. The burden of his remarks was that the printer who rendered the best real service would be the successful one, and that printing did not consist merely in putting ink on paper, but in giving to the customer something which would bring in returns. He said all printing was advertising, and the printer should endeavor to see that his work brought for the customer the business intended; that if the printer did this the customer would come for more, regardless of price, for no business man would hesitate to lay out a dollar where he could get two in return.

Will J. French, the last speaker explained the workings of the liability law in California, which is considered a model of its kind. He gave some appalling statistics of industrial accidents and said employers were waking to their responsibilities in many instances. The liability laws were placing the burdens of industrial accidents where they belonged, on the industry, through which they were distributed to the entire community, and state laws gave to the workmen all the money paid for accidents instead of Wasting 90% of what the employer paid through lawyers' fees and court costs as under the old methods of private liability insurance companies.

The gathering broke up about 11:30 P. M. amid general expression of pleasure at every feature of the evening.

The Printers' League of New York, which is Branch No. 1, Printers' League of America, has made excellent progress during the present year, having added a large number of new members, and greatly increased its influence towards securing peace and stability in the relations between employer and employee, through arbitration agreements and joint conference committees with the unions in the printing and allied trades. This has resulted in the abolishing of strikes and labor disturbance in the shops of members and creating a better feeling and understanding all around.

BUSINESS MANAGEMENT

ED. E. SHEASGREEN, *Editor*, 1603 MONADNOCK BLOCK, CHICAGO, ILL.

A PLEA FOR LOWER JOB COSTS

"Oh, John, come here," spoke the manager, and took up a job tracer. "Why did you run this job so crooked?" he continued as John approached the desk.

"Crooked?"

"Yes, crooked — it went through the plant like a snake, you ran it the long way round."

The job in question was a 6x9 card, fifteen thousand of a run, on tag board. John, the pressman, had run it the "long way round."

"Why didn't you run it two on — there was but very little composition on it."

"Well, the real reason was that we had very little work in the shop and I thought it best to keep the feeder and press busy."

"By figuring to keep the feeder and machine busy, here is what you have done to the **job** costs of this piece of work. It took just eighteen hours to run the fifteen thousand impressions. At 70 cents an hour, the cost is $12.60, for running time only. All we can get for this part of the press work is $10.40. So you see where we will land because of your willingness to keep man and machine busy, just for the sake of doing so."

"Well, that is the way we have been doing all the time."

"Yes, but I have repeatedly told you that this **new** system will not allow such things, only under special circumstances. This was not one of those occasions, however. We lose money every time we run a job this way. You see our old methods have all been wrong, and **we** have all been wrong. We have been thinking only of **low hour** costs. It is **low job** costs that we must have. By running the job as you did, the eighteen hours cost us $12.60, just to keep things going. Had we set the job twice for two on, the little extra make ready, with even a little slower speed in feeding, so that it would have taken ten hours to have run the 7,500 at a higher hour rate than we now have, say 80 cents an hour, the **job** would have then cost only $8.00. We would have saved $4.60 on press work."

"But we wouldn't have kept every one busy, and neither would we have had so many chargeable hours through the job press department."

"That's just it — we do not want to work in **circles** — we want to work in **straight lines.** This will give us **lower job costs** and **higher hour costs** as against lower hour costs and higher job costs. Which would you rather do, pay for eighteen hours at 70 cents an hour, or ten hours at 80 cents an hour? Think this over, John. Here is another thing we have found out. We have been taking all kinds of extra steps in our plant to get out our product — duplications, duplications, all the time duplications. This eats up TIME and time is money. We have as a result too low hour costs, and too high job costs. We have decided to kick out some of the old equipment from every department and put in labor-saving devices. This change will increase our invested capital considerably. Our interest, depreciation, insurances and taxes on this investment will also be increased. Higher hour costs are bound to result, but the steps saved, the lost motion stopped, the TIME saved to our **customers** will be so many more hours that they will be getting their product at a vastly reduced cost with a right profit to us, a profit that now we can not even get sight of."

"But we will have idle workers then and we never have had any in the past — in fact we have been working a great deal of overtime to get the jobs **done —**"

"Right you are — but we do not wish to carry **idle** things or over-worked men and machines any longer in this business. Just place yourself in the position of a customer buying any kind of a product — candy, shoes, printing, it makes no difference what — would you rather buy all the 'back tracks' of a job at $12.60 as COST, for a certain operation — or have no 'back tracks' and pay only $10.00 as a cost price for the same job? Now be honest, John, which would you rather buy?"

And John shook his head and was about to leave the desk without reply, when the manager took up another tracer and said: "Here is a small job that cost us 60 cents more than we got for it. Again you failed to double up on it. Why?"

"Well, in this case we had scrap cards all cut that would fit this size job and had just the desired quantity, five thousand. We ran them so as to use up the scrap."

"As I said, you should have doubled up on the job because the extra run of 2,500 cost us $1.75.

This extra cost would have more than paid for the use of the 58 cents work of stock you tried to save."

"I think this system tells us that we need a superintendent, or something, soon, for we seem to be on the blink all the time now. I am about ready for the bughouse —"

"Yes, and one will be on the job Monday, a superintendent, I mean. But in the meantime, remember first, last and all the time, we must have **lower job costs** — even if we have to reduce the force one half. Lower job costs all around, in every line of endeavor, would mean to all society **lower costs of living.** There are too many duplications of all kinds. It is these that make the burden that is breaking the back of all of us today."

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"FROM HAND TO MOUTH"

"They just manage to live from hand to mouth" is an expression we hear very often. Generally we apply this remark to an individual or his family, sometimes to a church, sometimes to a business.

Really, there are more business institutions, and large ones, too, that are "living from hand to mouth" than the average business man and worker knows.

It is generally believed that when a man starts into some kind of business that he is getting rich from the start. Generally the reverse is the truth. He gets into a worse financial condition each day until he has arrived at the unpleasant place of "Hand to Mouth."

If the bankers would tell, here is about what their story would be — that is if they had the right kind of information about their own business from the standpoint of COST.

On analysis the average banker would find that about 75% of his banking and operating expenses were for the purpose of taking care of the transactions of 75% of his depositors whose individual balances did not exceed $150.00, and that these total deposits in all probability would not exceed 20% of the whole deposit in his bank.

On farther analysis of this 75% of small accounts, he would find, especially if the bank was in an agriculture district, that about 20% of these small accounts were from the "country," about 40% town or city individual accounts, and the other 40%, town or city "business" accounts. This would show who was the business man with the small account, and also the kind of business that had the strongest competition. He would be interested in finding that many of the best and biggest stores and shops in his community were in the "Hand to Mouth" class.

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1914

The Happiest Kind of a New Year to you, My Dear Reader!

Is it not good to be alive?

As we look back on the old year now rattling down into the misty lanes of the Past, we can see so many things, oh, so many things, that we should have done that for some reason or other we left undone. And there are words that were spoken in haste, looks given that hurt, even worse than our hasty speech, acts that we would undo if we could.

Yes, it is those things that hurt — they are the bad "little things" that all of us do in the course of our lives. We are sorry for these things.

But the **good things!** Let us talk about them, think about them, and as the days come and go try, as we never tried before, to do the same good things over again and better than ever.

There are so many ways that we can do the right, the good, the noble act. So let us do these things, no matter how small they may be.

We all know how small a set screw is. We all know its work — that of holding some **big** thing in place.

Underneath the locomotive there are set screws hidden that no one ever sees — only the builder and the engineer knows they are there.

As long as these **little** bits of steel do their work all the **big** things go well.

Let one of them become loose, fail to "hold," and immediately there is trouble. The engine becomes "lame," as the engineer calls it.

Why? Because a "little thing" has gone wrong, consequently, the **big** thing goes wrong.

And so, through all this new year, let us strive as never before to keep all the "little things" tight and in place so that the 1914 record will not show our big works as "lame."

Again, a Happy New Year to you, a smile for you and a handclasp across the smiles.

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SAND

'Tis sand, my boys, you're sure to need
While journeying on the Road of Life;
And oft you'll find as on you speed,
'Twill help you in your daily strife.

Ah! slippery is the upward grade!
And often, too, the level track
In stormy night or noonday shade
Will need some sand, or you'll slide back.

Use sand each day, and you'll not fail;
'Twill help to hold yourself in check;
Sand helps to brighten wheel and rail —
'Tis sand that often saves a wreck.

— E. E. S.

"Sand," courage, true courage, manly courage, is one of the great moral forces that send men out to do **great** things, sometimes — but **small** things more often.

Any one, with others looking on, can do the big thing. The fact that others are watching, spurs him on to do! But the doing then is not so courageous as when there are none to cheer, or to even look at what is being done. When a fellow is all alone, when it seems that there is nothing but his own soul lonesomely watching him, then it is that a fellow must have the **real** sand and use it, and know how to use it, **to win.**

Fifteen years in the cab of a locomotive has given the writer an opportunity to know what a little cap full of sand is worth! Yes, indeed!

Five years as editor, publisher and employer, has given him another viewpoint of the value of "sand."

Five years studying cost and bumping into every conceivable kind of business problem has given him still another point from which to study the real value of "sand."

It takes sand properly applied to stop a runaway train, or to avert a collision, or running down some poor soul.

It takes sand properly applied to check your business, when it is making the run down Destruction Hill toward Sheriffville.

It takes sand properly applied to keep from "slipping" backward down Destruction Hill, while climbing the road toward Profitville.

Has your business done for you this past year as you **figured** it would, as you hoped and prayed it would? If it has not, then possibly when the great engine of your business "slipped" you did not use sand properly.

Watch yourself during the coming year. What ever you do, do not fail to fill your "sand box," your good live brains, with the best and dryest (**wet** sand plugs the pipes so **dry** sand can not run freely) kind of sand of Cost Knowledge.

Then learn how to use it right. And **use** it right.

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TO THE LITTLE PRINTER

Oh, yes, Little Printer, it costs you more, a great deal more, to do business, on an average, than it does your Big Brother just around the corner.

You do not believe this?

How many employees have you? Only two besides yourself?

What rent do you pay? As much as $39.00 per month? Now you just divide this rent item by the number of people employed in your small plant and you will find that each must get you back for rent alone, $13.00 a month.

The Big Brother around the corner employs 40 and his rent is $350, or $8.75 per factory employee. So we see that his rent costs him less per employee than yours does.

Now figure your insurance the same way. Then your taxes. After you have done this, figure the interest at 6% on the **original** capital invested in your plant equipment, and 10% on the same for replacement (depreciation) and find what it costs you per **employee** for these items. Then make a comparison of these figures with those of the Big Brother around the corner, as close a comparison as you can, and you will be surprised to find how much more it costs **you** to conduct your business than it costs him to conduct his.

You may find that it costs you from 14% to 41% per cent more — if so do not be alarmed and jump into the river or before a fast flying automobile — the condition has always existed, and will always exist — the trouble is, you probably never knew it before. A tall man can see farther, reach farther, step farther than a small man. And so it is with business institutions. It does not seem possible, does it? Well, the oldest of us, the best of us, the smartest of us, the best workmen among the fellows who are small printers, and the Big Brothers around the corner, too, for that matter, are always bound to learn something new, even if a thing has to be pounded into heads with a "soft" hammer.

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The printer or publisher who can find no reason for advertising except that his competitors are doing so is not very likely to make a success of it.

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Campsie's Vest Pocket Estimate Book

This Estimate Book is so arranged it is next to impossible to make an error in estimating on printing. It is a system that has been in practical use in one of the largest and most successful printing plants of the country for years. It contains 27 pages of valuable information and suggestions, besides 108 pages for the use of the estimator. The size is 3½x6 and is intended to be carried in the vest pocket. The price of this valuable book is $1.00 and will be furnished by the publisher of this magazine upon receipt of price.

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"Always Read and Enjoyed"

Chicago, December fifteen, Nineteen Thirteen.

Mr. B. B. Herbert, The National Printer-Journalist, Chicago, Illinois.

Dear Mr. Herbert: It gives me great pleasure to hand you herewith my check for $2.00 to cover renewal of my subscription to your publication.

It seems to me as if I have always read and enjoyed your publication. You have done a wonderful work for the country newspaper man, and I hope you have many years of success ahead of you.

Please send this to my home address, 999 Lake Shore Drive.

Yours very truly,

JOHN LEE MAHIN.

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The reward gained by a reputation for reliability and fair dealing may not come as soon as might be wished, but when it does come will usually be found worth working and waiting for.

"All Out"

By J. L. Frazier

DAY seldom passes in the course of which the printer does not hear the old, sad story, "All Out." Breathless, the systematic (?) business man enters the printer's place of business and in language pure and simple recites, "We have used our last letterhead and must have more at once for there are many important letters demanding attention. If you can rush some through for us this afternoon you may have the job."

The printer reflects. Strange as it may seem, he actually thinks. He recalls several jobs that are promised for the day and in the back office he hears the presses humming away at a lively clip. He is at the point of turning the job down — yes, actually refusing to accept the order — when before his eyes the air seems full of rent notices, coal bills, pay rolls and, perhaps, overdraft notices.

He weakens — then surrenders. He secures the job, but in doing so loses another. The man whose job is sidetracked in order that the letterheads may be delivered during the day comes for his statements. It is the first of the month and, anticipating his shortage of "notices of final settlement" ahead of time, this unusual customer had placed his order ten days in advance with instructions to have them out by the first. And here it is — the first — and no statements. He has a perfect right to aviate and the way he soars through the blue atmosphere would put Glenn Curtiss to shame. When he finally returns to terra firma the printer proceeds to make excuses, but the audience is not responsive and there is no encore.

This customer, of all customers, turned down cold for that very thing for which he should have received every attention, bolts from the printer's place of business and goes over to the competitor's shop. He demands of the competitor to have the statements out within two hours and when that time has passed the statements are ready.

Queer situation, is it not? And it is all unnecessary and to a great extent can be avoided.

The writer has used a system that has done away with the worst of the rush job evil. In fact, with the plant's regular local trade, there is very seldom a rush order. The plan is this:

On the outside of each package of printing that leaves the shop a sticker is placed on which is printed in large type and red ink, "ON TIME." Then follows, in smaller type, a statement of the shop's slogan, which is to the effect that all work is delivered on the dot. Incorporated with it is a suggestion that the customer anticipate his wants ere his supply is entirely exhausted.

On receiving his package of printing the customer is attracted by the large red letters forming, "ON TIME." He reads the rest of the label and as the job has surely been delivered on time he is given no opportunity to forget it. He appreciates the efforts of the printer to please him and the next time he needs printing he is pretty certain to order it from the printer who delivers work "ON TIME."

With this is used another scheme. A small part, perhaps one hundred, of each order is tied up in a separate package, placed at the bottom of the box (boxes are cheap and all work is delivered in them) and thereon is attached another label. On this one the word "WARNING," printed in large letters in red ink, greets the customer when he has come to it. Reading on he learns that his supply of that particular item is about exhausted for that is one thing the label tells him. He sizes up the pile that is left and is forced to admit that he will soon need more. Reading on down the label he is reminded again of the place at which he got that printing. He also learns that all he has to do to have the order duplicated is to repeat the number printed on the label (the job number on the shop's records) over the telephone to the "ON TIME" printer and he will be spared the annoyance of having to wait for his printed matter.

The customer appreciates this effort on the part of the printer to supply his wants in the line of printing promptly and rewards that same printer with substantial orders.

Things run smoothly for the customer and the printer. Pay rolls, coal bills and overdraft notices no longer haunt the printer day or night. He has time to read the trade magazines evenings when his work is done and the theater numbers him among its patrons. His life runs on happily like the little river to the point in middle life where, as the river flows into a larger river or the sea, the printer enters into a broader life where, with money in bank, he does not have to wait the call of the Master Reaper but, in living, reaps the reward of a successful business career.

✣ ✣ ✣

"IN LOVE WITH THE N. P. J."

The Montgomery Record

Published weekly by Hutchins & Gowthrop.

Montgomery, Mich., December 22, 1913.

The National Printer-Journalist, Chicago.

Dear Editor:—Am very much in love with your publication, at least enough to enclose the year's pay and I hope to dig up another check some time in the future.

Wishing you a Merry Christmas and a Happy New Year, am

Yours sincerely,

L. D. HUTCHINS.

✖ ✖ ✖

Suggest to your store advertisers, if necessary, that the clerks in a store should be careful readers of the store's advertisements.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

IT is the time of year for good resolutions, and there are many that newspaper men ought to make. From time to time throughout the past several years, in this department of the National Printer-Journalist, various things of more or less importance have been referred to, looking toward the betterment of the calling and the improvement of the product; but in these paragraphs special stress will be laid upon one point only — the point, in fact, of most vital importance to the welfare of this honorable profession and to the brave men who venture to engage therein.

I dare say there are today hundreds of newspaper men, overworked and poverty stricken, men who labor through long days, but who are never able to more than eke out a bare existence. In fact, I have known of several just such newspaper men. Now, in contemplating such a sad and unnatural spectacle, the first question which must naturally arise to an interested mind is, Why are these men so poor?

The answer to the query must be found in one of two reasons: Either these men are not getting the business, or they are not getting enough money for the business they do get. While occasionally there is a case of failure due to the first cause mentioned, more frequently, I think, the proverbial poverty of an editor is due to the latter fact — inadequate profit in product, for which he has no one other than himself to blame.

By personal inquiry, I know it is true that the reason that many newspaper men in my own state do not belong to the various Ben Franklin clubs is because they simply cannot afford (in some cases cannot even raise) the price of a membership.

I have in mind as I write these lines some newspaper men, one in particular, who is addicted to no habitual dissipations, is a fairly good manager, and who does strictly high grade work. He gets all the business his force and facilities can easily handle, and yet never lays by any money. Now the reason why such a man is not laying aside a comfortable sum each year cannot be anything other than that his selling prices are too low as contrasted with his costs. In practically any other line of business, success means simply whether or not the man can land the business; and the man's wealth accummulates (other things being equal) in the same degree that the volume of his business increases. Why shouldn't the same rule hold true in the calling of newspaper making?

As we have departments in this excellent journal devoted particularly to the job printing and advertising branches of the printing and publishing business, I shall not here touch upon costs and prices in respect to those two departments, but shall confine myself exclusively to the newspaper, to which this department is intended to pertain especially. Then, too, the great leakage in most newspaper offices that are not paying their owners a suitable wage and interest, any way, I believe, is in the subscription department. The dollar-a-year newspaper, so popular with the consumer, is practically always a money loser. One doesn't have to be especially good at figures to prove it.

Of course, it is probable that through improving the facilities of production, and at the same time increasing the output, the cost of the product may be reduced to such a point per unit that there still remains a profit at the dollar-a-year rate; but, as a rule, the dollar-a-year newspaper is issued under no favorable conditions.

Particularly in these latter days of high costs of materials and labor, it is hardly possible for the small home weekly, with its inevitable limitations in mechanical equipment and circulation, to sell to subscribers at $1.00 per year at a profit. Hence, the good resolution for the publishers of all such newspapers, this month ought to be to raise their annual subscription price to $1.50, and then further resolve to make their publications worth the money. In that way, success in the newspaper business is assured.

✣ ✣ ✣

Moorcroft, Wyo., October 25, 1913.

O. Byron Copper, De Soto, Wis.

Dear Sir: I am mailing you a copy of the first issue of the "Moorcroft Democrat," published last week and I want you to criticise the makeup and ad composition, pointing out the defects.

If you see fit to reproduce the first and last pages, I wish you would send me the cuts afterward, with bill for same.

Yours truly,

THOS. D. CAVERLY.

If subsequent editions of the Democrat by some chance should show no improvement at all over this

initial number (which is hardly probable, of course) Moorcroft, Wyoming, is assured of a mighty creditable little paper. To show the attractiveness of this sheet, in point of typography and mechanical make-up, herewith it is a pleasure to present a miniature reproduction of the two home-printed pages — that of the front and back. The Democrat is a quarto, six of the pages being ready-printed. As a starter, it is a creditable creation, both editorially and mechanically, and this department congratulates Brother Caverly on his present efforts as well as offering him best wishes for future success. (Exhibits 1 and 2.)

MOORCROFT DEMOCRAT

SCOUT MASTER OF BOY SCOUTS TELLS OF HISTORY OF ORGANIZATION

THE CROOK COUNTY MERCANTILE COMPANY OPENS STORE HERE

The Black's Flat Telephone Comp'y

DEMOCRAT OFFICE

Moorcroft Bank

No. 1

✣ ✣ ✣

Nashua, N. H., September 11.

O. Byron Copper, De Soto, Wis.

Dear Brother Copper: A criticism of the enclosed ads would be acceptable and no doubt instructing to one who is a close student of your department every month. Thanking you,

ROBT. E. TAIT.

A Bit of History!

NO institution can stand still. There must either be progress or retrogression. With the month of October we enter on our second year of successful merchandising. Every month has shown marked progress. The business has grown month by month.

WHY?

By strictly observing the policy of square dealing, and giving the people absolutely dependable goods at honest prices. That this is appreciated, that our methods meet the approval of the trade, and that the high quality of our different lines of merchandise are recognized by the people is evidenced by the number of new customers we are getting every day

Our stock is unusually complete. We are proud of it. Let us show you our stock and quote prices.

THE QUALITY STORE

KOHNS, RUSSELL COMPY

MOORCROFT, WYOMING

ROBINSON MERCANTILE COMPANY

THE MEN'S, WOMEN'S AND CHILDREN'S STORE

The store where you can buy "what you want" when you want it and buy "what you need" when you need it

Dry Goods, Ladies' and Gentlemen's Furnishings

Never before have we offered such a large assortment of new fall styles in ladies' SUITS and COATS for you to choose from.

Prices that will fit all purses

Suits from $16 to $38

Coats from $14 to $40

FOR THE CHILDREN

Ask any well informed physician about the importance of properly fitting shoes for children. He will tell you that the health and development of the child depend largely upon the uniform development of the feet. Our lines of shoes for children are carefully designed to fit snugly and at the same time allow for the necessary "expansion" of the growing foot. Furthermore, every pair is made for good solid wear. No substitutes for leather are ever used.

ROBINSON MERCANTILE COMPANY

No. 3

You Young Men
You Young Old Fellows

It's Soft Hat Time

THE new Fall Hats are here. It's time to lay away the straw, and what's better than an easy fitting light weight soft hat? You owe it to yourself to see the new felts we are showing.

VELOURS are quite the thing this season with the smooth felts a close second. The brims are both curled and flat, quite different from last season. The crowns are higher and the bows are on the side while some are set at the back. The popular shades are dark blue, brown, and green. But come and try them on. We'll fit your head; your face; your purse.

Velvo Soft Hats $1.00, $1.50
Cloth and Corduroy Hats, $1.50
Velour Hats, $2.50 to $4.00
Felt Soft Hats, $1.50 to $3.00

J. C. Mandelson Co.
179 Main Street

No. 4

You Want To Be Well Dressed

and at this store with its splendid assortment of Spring Suits you can select just the clothes you want and the price will be much less than you'd expect—quality considered. We'd like to have you see them.

$15 $18 $22 $22.50

And to top off your new suit we have a hat that will certainly please you. Remember we fit your head your face and your pocketbook.

Lamson & Hubbard Hats $3.00

J. C. Special Stiff Hats $2.00

Guyer Stiff Hats $3.00

Cloth Hats $1.00-$1.50

Neckwear
In all that's new for Easter
50c 75c $1

Shirts
Handsome new patterns
$1.00 to $3.00

J. C. Mandelson Company
179 Main Street

No. 5

PAINT WEEK

Lowe Bros. High Standard Paints and Varnishes

¶ Are the finest that money can buy. ¶ Their superior wearing qualities recommend their use by any who own their homes or have property to let. ¶ If you contemplate painting we will be pleased to have you call at our store and discuss the matter. ¶ During this week we have an expert with us from the factory to talk to you

HILL HARDWARE AND PAINT CO.

ANNOUNCEMENT

WE HAVE bought the Moorcroft Merc. Co.'s stock, and wish to announce to the public that it is our intention to carry a complete stock and conduct an up-to-date general merchandise business. We have also taken over the Garman Bros. & Miller stock at Hulett and will operate the five stores.

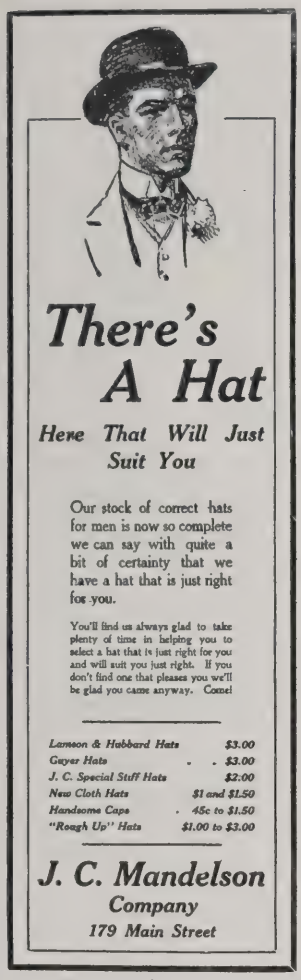
IT WILL be the aim of the new company in the future, as it has been of the old company in the past, to handle the best grades of merchandise at the lowest margin of profit possible.

OUR object in organizing this company is to enable us to form connections where we can create a market for all kinds of grain and vegetables, believing by so doing we can increase our business and be a benefactor to that part of Crook county

CROOK COUNTY MERCANTILE CO.

No. 2

An extremely attractive budget of ads are these from a brother who sets 'em right after my own heart — and I am sure the appearance of the best of them here, without more than my hearty approval,


There's A Hat
Here That Will Just Suit You
Our stock of correct hats for men is now so complete we can say with quite a bit of certainty that we have a hat that is just right for you.
You'll find us always glad to take plenty of time in helping you to select a hat that is just right for you and will suit you just right. If you don't find one that pleases you we'll be glad you came anyway. Come!
Lamson & Hubbard Hats $3.00
Guyer Hats $3.00
J. C. Special Stiff Hats $2.00
New Cloth Hats $1 and $1.50
Handsome Caps 45c to $1.50
"Rough Up" Hats $1.00 to $3.00
J. C. Mandelson Company
179 Main Street

No. 6

EASTER GREETINGS
Our assortment of Men s and Young Men's Suits, Hats, Caps, Shoes, Gloves, Shirts, Neckwear, etc., has never been more complete.
We claim the best and most complete showing of Young Men's Suits in the city at
$9.75 to $25.00
SEE OUR WINDOW DISPLAYS
H. C. PHANEUF
ESTABLISHED 1876
GENTS' OUTFITTERS

No. 7

will do more in the way of instruction and praise, than anything wordy which I might attempt to offer in connection with them. I will simply add that these specimens prove this new found friend from the Granite State has a fine understanding of the basic principles of good ad composition, which are, attractive design, proper display, correct massing, and simplicity of the whole. (Exhibits 3, 4, 5, 6, and 7.)

✣ ✣ ✣

Clark, South Dakota, Aug. 30, 1913.

O. Byron Copper, De Soto, Wis.

Dear Sir: We are sending, under separate cover, a copy of the Courier's front page, printed on cheap book with the idea of making it easier to reproduce. We are rather proud of this and would be pleased to see it in the Journalist, with whatever criticism you see fit to give it. What do you think of the envelope job? Yours truly,

ROY A. BAST.

It is to be regretted that in some way or other, doubtless since the specimen came into my possession, one corner of the front page of the paper referred to in the foregoing missive has become torn away, so that I am unable to show it herewith in its entirety. However, the page's beauty and the design of the makeup remain unimpaired and will be as readily appreciated in what remains of the page, as shown in the reproduction, as if the whole page had appeared. The neat headings, and the art and balance in their arrangement are the secrets of this specimen's excellence. A trifle too great a

CLARK COUNTY COURIER

Volume XXV — Clark, Clark County, South Dakota, Thursday, August 28, 1913 — Number 1

GEO. SELTZER SUMMONED
Pioneer Resident, Crosses Dark River After Illness of Several Months

SCHOOL WILL OPEN MONDAY
Splendid Corps of Teachers on Hand to Begin Another Year's Work

THE VALUE OF GOOD ROADS
Benefit of Preamble Highways to a State County or Town ship and Inhabitants

LAND IS COMING BACK HOME
President a Special Envoy Has Left Mexico City On His Return Journey

BRADLEY WINS FROM CUBS
With Murphy in the Box Locals Are Helpless—Eight Errors for Clark

No. 8

space was consumed in displaying the illustration, but the reason is readily understood. I seriously question the value of the ornaments used at either side of the cut, however. (Exhibit 8.)

Clark a Wonderful Trading Point
Men's Outing Gowns
Splendid Values in Men's Outing Gowns, neat stripe patterns, full size, well made, big value, each 98c
Men's heavy all white outing gowns, neatly trimmed with silk braid in loop design, extra heavy and warm, each $1.25
Men's Xmas Ties
We announce the new Xmas Ties The finest line ever brought to town. Beautiful colors and patterns and each in an attractive box choice of all, each 50c
New Stamped Goods
The lovers of stamped linens are enjoying themselves here this week for our holiday line surpasses any shown in Clark, both in assortments and low pricing The big line we are selling at 25c beats all
Closing out sales and clearance sales are drawing trade to Clark for many miles in each direction. Every store crowded to the doors last Saturday. Big money saving opportunities in Clark this month.
Mail order houses getting it in the neck and everyone trading at Clark who can get here. Beautiful new goods for Holiday selling are now being displayed at The Quality Store. This store will show the finest assortments of merchandise suitable for gifts in its history.
While others are closing out and reducing stocks this splendid modern store is filling the shelves with beautiful new Christmas Merchandise and is demonstrating its purchasing power by selling these brand new goods at prices in keeping with its motto
"Quality Merchandise at the Right Price"
If you want a glimpse of pretty new goods, if you want a taste of up-to-minute service, if you want 100 cents worth of value for every dollar you spend, you will do as the majority of the trade is doing. Make this store your store.
COATS COATS COATS
This is the Coat Store. Hundreds of our Coats may be seen throughout Clark County. Each giving perfect satisfaction. When you buy a coat here you are assured absolute satisfaction The famous "Wooltex" and "Siegel" Coats are right and guaranteed We stand back of every garment we sell. Right now we have several mighty big Coat Values for those who come in at once. Don't delay another day for the time is ripe and the saving is here
Pure Wool Serge
Make your selection of the splendid 50 in. pure wool serges just in from the mill These are spunged, shrunk and specially finished, and the best value in town. Per yard 98c. 36 in. all wool serges in eight shades, selling at 50c
See The New Linens
The center section is given over to the beautiful new Linens this week. Our price is lower than any offered here, and the entire stock is fresh and new and guaranteed.
Special lot selling this week, per yd. 98c
Dime Socks Again
Another case of those dime socks now selling Six pair in the box The best there is for the price. Guaranteed for six months. At per box 60c
The Coat Store of Clark County
McGaan Baarsch Ware Co
THE QUALITY STORE
The Coat Store of Clark County
FIVE BIG SPECIALS NEXT SATURDAY FOR THOSE WHO TRADE AT OUR STORE

No. 9

I have a later communication from this same office, as follows:

Clark, S. D., Nov. 26, 1913.

O. Byron Copper, De Soto, Wis.

Dear Sir: In a separate envelope I am sending you two ads for which I want criticism. I have never sent any specimens in before, and would be pleased if you would

criticise these and reproduce in the National Printer-Journalist. Hoping to hear from you in the near future, I am, Yours truly,

P. E. WARD.

One of Brother Ward's ads is a fine empaneled creation which I am pleased to show as Exhibit No. 9. The idea of sticking to the uniform face throughout is commendable. The manner of filling the panels by widely leading the lines of type which each contains, while neatly accomplished, is hardly advisable. It is always better to set the type in a narrow measure in such panels, with a deep margin of white surrounding, in case the matter will not fill in normal measure. The other specimen received is more ordinary and less commendable. The body of this ad was set in too large a face, thereby compelling the composition of the signature in too small a face, and particularly causing the address to be reduced to a size of insignificance, besides giving the whole ad a disagreeably congested appearance.

✣ ✣ ✣

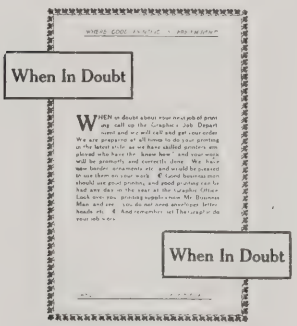
Elliott, Iowa, Oct. 27, 1913.

O. Byron Copper, De Soto, Wis.

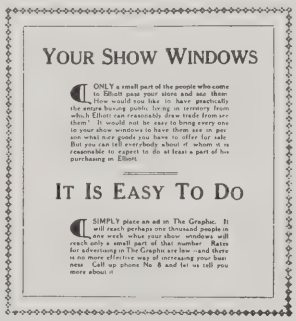
Dear Sir: Enclosed you will find a few more specimens of my ads which I would like to have you criticise in your department in the N. P.-J. The large ad is my first try on an ad that large. What do you think of it? Thanking you for all past favors, I beg to remain, Very truly yours,

O. E. BOOTH.

Brother Booth is associated with the Elliott Graphic and has had favorable notice in these columns before, because he merited it. This selec-



No. 10



No. 11

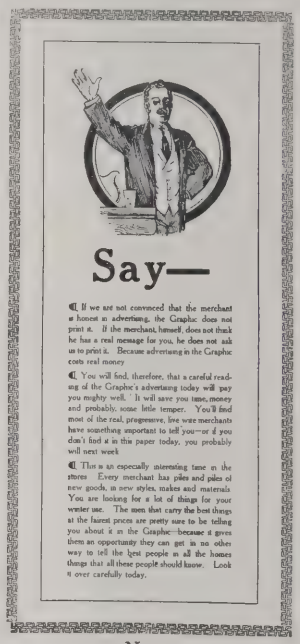
tion of ad specimens also contains a number of highly creditable creations, for which the writer is thankful. Several will be shown herewith as a demonstration of good ad composition, Exhibits 10

Good Honest Watch and Jewelry Repairing
At Greene's
NOW IS THE TIME TO BUY A BIG BEN CLOCK
Greene's Jewelry Store
"Where Quality Counts"

No. 12

to 14, inclusive. These ads are practically above adverse criticism, but unfortunately the compositor failed to do so well on the half-page specimen alluded to in the foregoing letter. This in the main was quite neat and attractive, but had the serious fault of having the price list spread out too much, as if straining to fill the space. The ad would have been much better if this price list had been empaneled. Either in two distinct boxes or within a

No. 13



No. 14

single panel, the two columns being divided by a perpendicular rule. Then, of course, the heavy double rule just above the signature might easily have been omitted. This is a blemish to the ad, any way.

✣ ✣ ✣

Deerwood, Minn., October 17, 1913.

O. Byron Copper, De Soto, Wis.

Dear Mr. Copper: Like greeting an old friend, I this week received the first copy of the Printer-Journalist I have seen since early in February, having at that time sold the Thief River Falls Times. As you will see, I am back in the harness again and have associated myself with my father in the establishment of The Deerwood Times. As usual, the blame for all the editorial work must fall on me, and as I also do the ad and job work, I have my hands full. Several weeks ago I sent you No. 1 of Vol. 1 of this paper and I suppose I will see something about it in a future issue of the P.-J. This week I am sending you, under separate cover, another copy of the paper and I want to call your attention to the "paster" ad on the back page. You will probably remember of seeing the same stunt in the Thief River Falls Times about two years ago.

Remembering your criticism of our choice of Devinne and Plymouth as display type on the T. R. F. Times, when we got ready to chose the type for the paper here we took what we considered to be one of the latest series on the market—Authors Roman—in common and italic. We also have Adstyle, plain and black. We have only a small town here with about 1,500 people and one paper already. We put in a complete outfit, consisting of a Diamond, a Peerless 11x16 jobber, a 30-inch paper cutter, a Boston wire stapler, and a complete assortment of type, border and sundries. This is a mining section and most of the work we get is from mining companies who have heretofore sent to Minneapolis and Duluth.

Thanking you for your very fair and helpful criticisms of the past, and hoping to see my name in print again some day, I beg to remain, Yours sincerely,

HOMER F. MUSSEY.

The Deerwood Times is an extremely creditable sheet. It is an all-home-print six-column folio. The material being all brand new, the print is therefore delightful, and the fact that Brother Mussey appreciates the value of a clean front page is highly gratifying. The correctness and beauty of the front page of this fine home paper is nicely displayed by showing the upper half of it herewith as Exhibit No. 15. The displayed ad at the top, it will be noted, is a gratuitous one, and therefore allowable. Before passing on to other features, it is my desire to call closer attention to the neat headings in this paper.

THE DEERWOOD TIMES

Deerwood Needs A Good
DENTIST
If you are looking for Prosperity either write or
COME AT ONCE

No. 15

Note the care with which each has been written and composed. This is one of the little things that add so materially to the dignity and character of a newspaper. Brother Mussey's editorial work is quite as praiseworthy as these mechanical features I have alluded to. His news-gathering is done efficiently, and the stories are written up in a shape that causes them to excel the stuff ordinarily to be read in home weeklies. His editorial department proper shows both inspiration and ability. It is replete with wit and sense. Although these editorial paragraphs are

STOVES!!

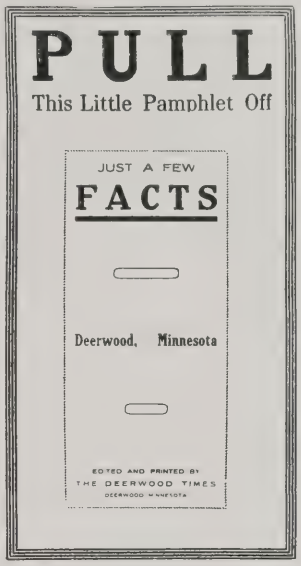
See us before buying. We not only save you money on the stove but sell stoves that are fuel savers. Besides stoves we carry Common and Russia Iron Pipe Elbows, Stove Boards and Putty, Coal Hods, Ash Sifters, Stove Bolts and Polish. We can furnish extras for any stove on the market.

Tell Us Your Stove Troubles

Cuyuna Range Hardware Co.

No. 16

all written in prose, they are not all without poetic feeling. One in particular impressed me — penned with the common notice of a husband on account of the desertion of a faithless (?) wife, as a theme. Something really pathetic was produced. And the ad work in the Times is positively high grade. A dandy specimen is this one shown as Exhibit 16, and the "paster" creation, referred to in the above letter, comprises a novel idea. This ad is shown in Exhibit 17. As might be surmised from the display lines, a four-page pamphlet was pasted upon the ad, the title page being visible in the reproduction. The inner pages contained an excellent writeup of Deer-


PULL
This Little Pamphlet Off
JUST A FEW
FACTS
Deerwood, Minnesota
EDITED AND PRINTED BY
THE DEERWOOD TIMES
DEERWOOD, MINNESOTA

No. 17

wood and vicinity, covering such things as location, resources, attractions, opportunities, land values, etc. Under the pamphlet (which was pasted to the paper lightly at the top only) was this bit of advice: "Send it to some friend who is interested in this section. Additional copies may be obtained at this office."

✣ ✣ ✣

It was a great achievement, that twenty-four page "Booster Edition" of the Gering (Nebraska) Courier, issued last October 3, and a copy of which I have had awaiting attention for several months. How attractively it was gotten up typographically I shall demonstrate by reproducing only a portion of the front page of the first section (Exhibit 18).

BOOSTER EDITION

Planned and Issued in Accordance With the Concerted Action of the Nebraska Press Association to Advertise Nebraska and the Home Field

PART ONE

The Gering Courier

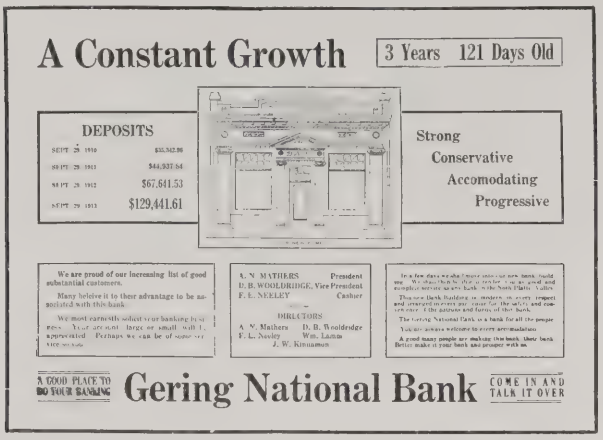
GERING

A PAGE OF PICTURES AND A FEW COMMENTS

No. 18

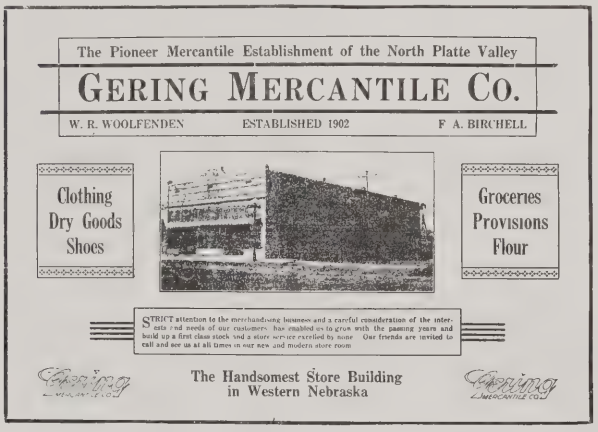
This big paper (like one by the same publisher, mentioned in last month's installment of this department) was issued in accord with the Nebraska State Press Association's movement to advertise

the state and its resources. All of the subject matter of this mammoth edition was creditable in text and material and all attractively illustrated. The pages of this edition were also liberally patronized by local business men with big advertisements, making



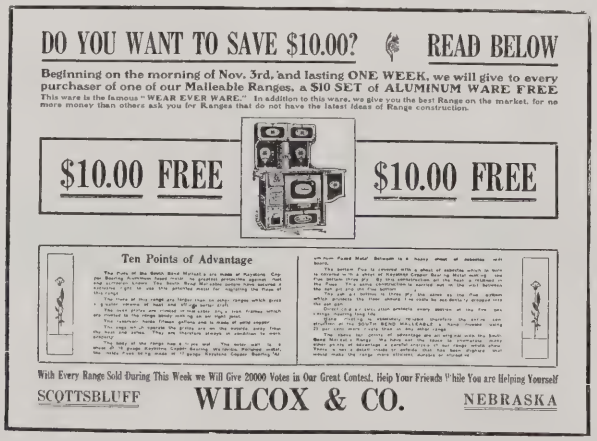
No. 19

it a profitable proposition for the publisher as well as a valuable advertisement intrinsically for that section of the state. The mechanical men on the Courier are master hands, as is substantiated by



No. 20

showing a number of their ad creations as Exhibits 19 to 21, inclusive. The originals were all half-page spaces, and those compositors who resolve this month to do better work, ought to find a study of


DO YOU WANT TO SAVE $10.00? READ BELOW
Beginning on the morning of Nov. 3rd, and lasting ONE WEEK, we will give to every purchaser of one of our Malleable Ranges, a $10 SET of ALUMINUM WARE FREE
$10.00 FREE
$10.00 FREE
Ten Points of Advantage
With Every Range Sold During This Week we Will Give 20000 Votes in Our Great Contest. Help Your Friends While You are Helping Yourself
SCOTTSBLUFF
WILCOX & CO.
NEBRASKA

No. 21

these specimens helpful toward that end. Furthermore, those publishers who contemplate getting out a special edition this year (and I would recommend heartily that every one do so) would do well to send Brother A. B. Wood a dime and request him to send them a copy of this Booster Edition, a scrutiny of which would prove valuable to them in their contemplated undertaking.

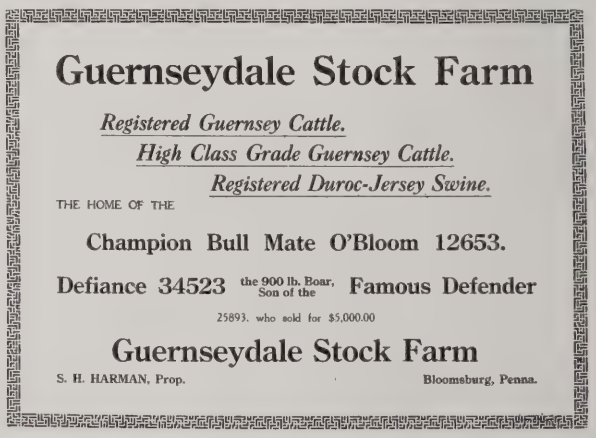
✣ ✣ ✣

A forty-eight page special called the "Columbia County Fair and Agricultural Edition" of the Bloomsburg (Penn.) Morning Press was brought out along in the earlier part of last October. It was really too grand and elaborate a newspaper to be properly considered in a single paragraph like

PERFECTION FROM ACRE TO BAKER
THE - NEW - FLOUR - 1795
With every sack goes the guarantee of the maker and the retailer
If Not the Best Flour Ever Used; Money Back--Must Be Right or it Costs You Nothing
Recent analysis show it to be better than any flour now on the market. It is made from selected Northwestern Spring Wheat and goes through all the latest and best milling processes, such as the "Daylight Flour Mill" contains
Bread baked from this flour rises quickly and makes a larger and better loaf than other flours. It bakes surprisingly easy, and every loaf of bread looks and tastes good, lasts a long time--retaining a freshness until used
THE DAYLIGHT MILL
No Disappointments. Good Bread Always. Try It For Your Next Baking.
MINER-HILLARD MILLING COMPANY,
For Sale in Berwick by Berwick Store Company.
Wilkes-Barre, Penna.

No. 22

this. Column after column of this mammoth special was given over to feature stories pertaining to the fair and kindred topics, as well as to agricultural subjects, etc., and hundreds of inches went toward advertising local merchants and manufacturers. It is pleasing to note, too, that many stock farms are represented by liberal half-page and full-page displayed spaces. The Bloomsburg Morning


Guernseydale Stock Farm
Registered Guernsey Cattle.
High Class Grade Guernsey Cattle.
Registered Duroc-Jersey Swine.
THE HOME OF THE
Champion Bull Mate O'Bloom 12653.
Defiance 34523 the 900 lb. Boar, Son of the Famous Defender
25893. who sold for $5,000.00
Guernseydale Stock Farm
S. H. HARMAN, Prop.
Bloomsburg, Penna.

No. 23

Press is an enterprising, modern newspaper, created by up-to-date printing machinery, and the grade of typography is high. This cannot be more convincingly proven than by reproducing some ad specimens from the pages of this fine special edition, in which there are many worthy of reproduction, but the limitations of these columns preclude the showing of more than a couple, Exhibits 22 and 23.

Brothers C. B. and C. P. Mead, editor and manager of the Geneva (Ill.) Republican, have my gratitude for a copy of their special, twenty-four-page Thanksgiving number. It was printed on enameled stock, replete with many fine half-tones of notable local places, persons and buildings, and some special feature stuff. A liberal support was accorded the edition by home advertisers, and withal it is a creditable and I dare say, profitable, effort.

✣ ✣ ✣

(The following criticisms continued from December)

Eau Claire, Mich., Sept. 11, 1913.

Mr. O. Byron Copper, De Soto, Wis.

Dear Mr. Copper: Under separate cover I have sent you a copy of this week's Journal for criticism in your department of The National Printer-Journalist. Use the "hammer" wherever you see fit. You can't make us sore by telling us where we're wrong.

Thanking you for past criticisms and with best wishes, I am,

Very truly yours,

L. B. VOKE, Foreman.

Foreman Voke is quite safe in advising me to "use the hammer" when he submits a copy of the Berrien County Journal for review, for he knows well enough that when I enter upon that pleasant task I shall have no use for a hammer or any tool of iron, because, as a rule, this fine representative of "the biggest little town" in all Michigan is so good that no "knocking" is necessary.

All Home Print

Berrien County Journal

$1 a Year

EAU CLAIRE, MICHIGAN, TUESDAY, SEPT. 11, 1913 No. 11

FAR FROM BEING DECIDED ARE THE THREE WINNERS

Candidates in Journal's Great Educational Contest Are Well Tried; Still Much Money to Collect On Renewals. Surprises Promised This Week

SUMMER'S BROWN SWISS MAKE FINE SHOWING

POKAGON VILLAGE SWEPT BY FIRE

BANQUET OCTOBER 1 BY PROGRESSIVES

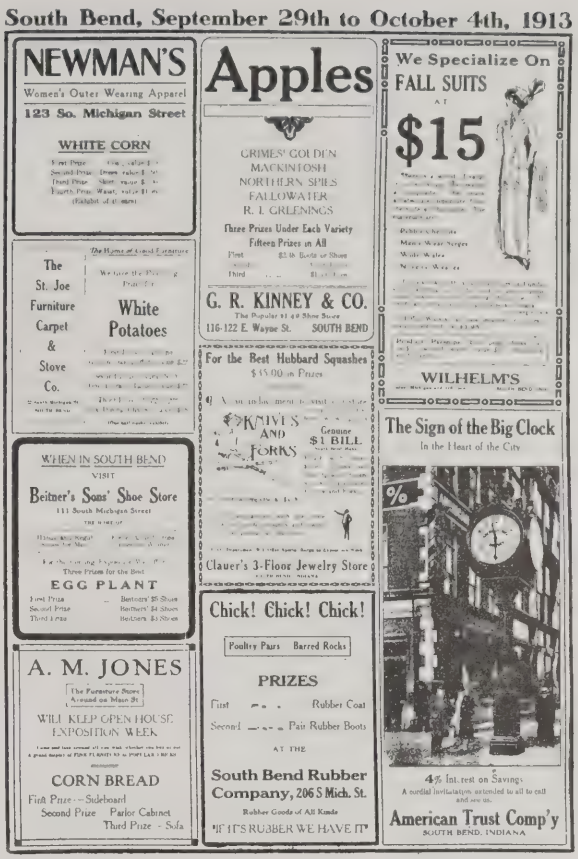
PRESENTATION SPEECH BY S. M. CLAWSON

SCHOOL ENROLLMENT LARGER THAN EVER

NEW BARBER SHOP LAW VERY STRICT

BOY CLARK SEES A

No. 11

In Exhibit No. 11 is to be seen the upper half of the fine, clean, newsy front page of this copy of the Journal at hand. On several past occasions I have had the pleasure of reviewing this live-wire sheet, and each time the Journal management had the excellent judgment to use my comment in these columns for advertising purposes. It is also gratifying at this time to note again the same evidences of prosperity and high-class work in all departments of the Journal's creation. May neither ever become less gratifying and may I continue to merit glimpses of both in the future. In Exhibit

No. 12

No. 12 may be seen a pageful of advertisements from this specimen.

✣ ✣ ✣

Oxford Junction, Iowa, Oct. 30, 1913.

Mr. O. Byron Copper, De Soto, Wis.

Dear Friend: Under separate cover I am mailing you a copy of this week's issue of the Mirror for you to criticise in your department of the National Printers' Journal. There are many places in the make-up and setting of ads in this issue that we confess can be improved on considerably. But taking into consideration the fact that the ads were set, that is the new ones which includes the biggest share of them, by myself and a girl assistant in one day, and the entire make-up I handled in two hours, they may not be so bad. We favor your idea of having no ads on the front page, but with this paper, running a page for another town, which also has considerable advertising, as you will note, it is an impossibility to clear the front page ads, and besides some of the advertisers have contracts for certain positions, which makes it very hard in the make-up. We are trying to do away with the idea of selling a certain position to a customer.

Mr. Kenney is well in favor of the way I handle the make-up, as I try to make every page readable and newsy.

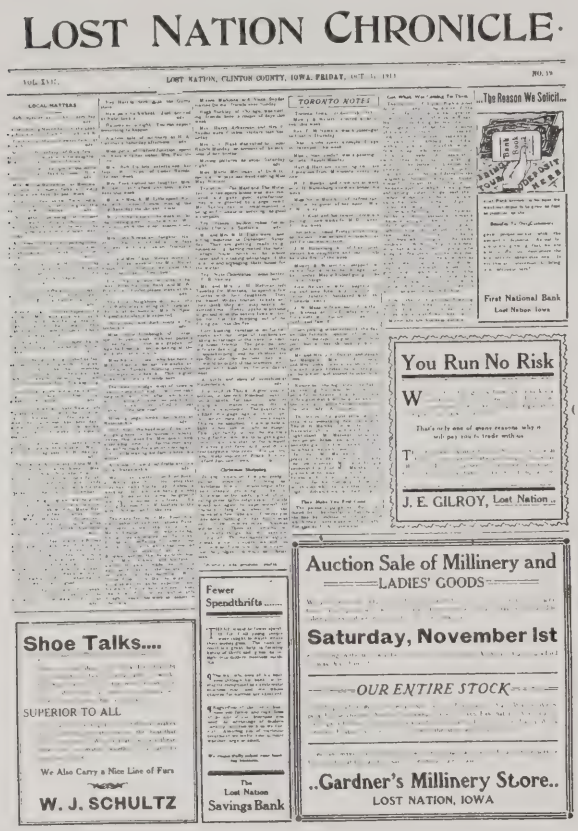
Trusting that you can give us some good pointers, will say that we have one of the best printing offices in this county, and in fact this part of the state, since getting located in our new building. Mr. Kenney was very fortunate in securing the postoffice job, and thereby gives me permission of listing my name with the firm as business manager. I will soon have been here three years, and in all that time I can say that I have never seen the time that we have not had plenty of job work to keep us busy, and the rush season is starting again.

Trusting that everything is O. K. with you and assuring you that we will hold our temper, no matter how bad you may rip it into us, I am,

Sincerely your friend,

HARVEY OWEN.

It is regrettable, indeed, that Brother Owen finds the clearing of the front page of the Oxford Mirror of displayed matter, as this is undoubtedly

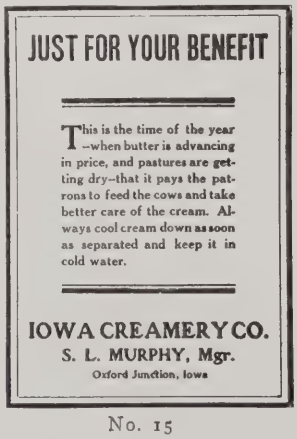


No. 13

one of the principal pre-requisites of modern newspaper making; but, with a ready-printed interior, and the abundance of advertising matter with which the Mirror is accorded, the innovation is, as the brother suggests, an evident impracticability,

Horses Wanted
GOLDSCHLAG & MALTZ
The Well Known Chicago Horse Buyers
Will be at the Livery Barn
Oxford Jct., Friday, Nov. 7th
To Buy Horses
We will pay the highest market prices for fat draft horses, nice chunks and good drivers.
We will buy any kind of a horse so bring them in and get your money for them
SPECIAL FOR THIS TRIP: Nice smooth mares weighing from 1000 to 1200 pounds
....We Will be There Rain or Shine....

No. 14


JUST FOR YOUR BENEFIT
This is the time of the year —when butter is advancing in price, and pastures are getting dry—that it pays the patrons to feed the cows and take better care of the cream. Always cool cream down as soon as separated and keep it in cold water.
IOWA CREAMERY CO.
S. L. MURPHY, Mgr.
Oxford Junction, Iowa

No. 15

particularly if each page is to contain its share of reading matter. The fact that Publisher Kenney and Manager Owen both appreciate and favor the "clean-front-page" theory, as advocated so many successful years through this department of the National Printer-Journalist is gratifying, at any rate, even though they find its practical application unadvisable at present. But my correspondent need offer no apologies otherwise for the Mirror. The paper is filled with a lot of good stuff for its readers, and, aside from the defect already confessed and noted in the front page, I am delighted to observe that the mechanical makeup of all other pages are absolutely in accord with the ethics of this department, or as nearly in accord with that as conditions will permit. To illustrate this point, I am reproducing herewith one of the interior (but sub-headed) pages of the home-printed side of the Mirror, which holds as many as five advertisements, each of which has been accorded a position adjoining pure reading matter — a fact which some makeup men would say were impossible without scattering the several ads to the four corners of the page. (Exhibit No. 13.) Two more particularly pleasing ad specimens from the columns of this sheet are being shown as Exhibits Nos. 14 and 15. Connected with the Oxford Mirror office I have a fond memory, for it was formerly the home of a rare and radiant artist in the calling, namely, Edward Courtright, whose name years ago was frequently seen in these columns of the National Printer-Journalist and in those of other printers' journals. And it looks as if, though gone from Oxford these several years past, this gifted genius has left a spirit of art tucked away somewhere in the corners of the Mirror office which even to this day has an inspiring influence upon his successor there, for Brother Owen's work shows an unmistakable steady improvement, as evidenced, for instance, in his treatment of the several specimens exhibited herewith, and especially in Exhibit No. 15, where the careful attention to details and exquisite massing of white and black combine to make an extremely pretty piece of work. As an old-time friend and fellow workman of mine, this progress on Brother Owen's part is doubly gratifying to me, and I sincerely hope to witness further advancement for him in future.

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Palmyra, Ill., Oct. 14, 1913.

Mr. O. Byron Copper, De Soto, Wis.

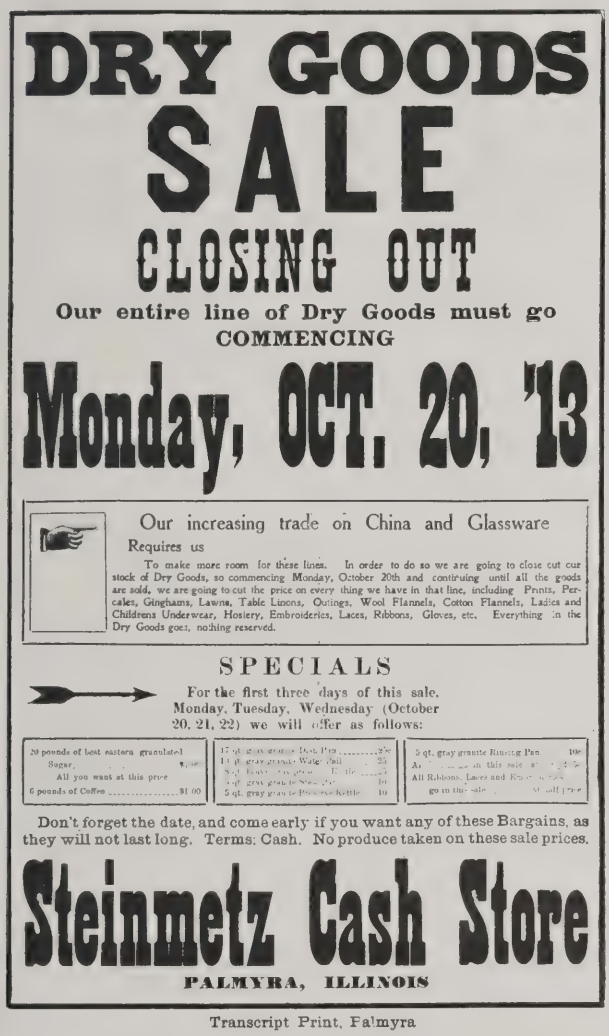
Dear Sir: I submit herewith a copy of an ad which we are to run this week in our paper, the Weekly Transcript. The copy enclosed is one of the bills we run from the ad.

I am a reader of the National Printer-Journalist. Am sending you a copy of our paper and will be glad to have your criticism, either through your magazine or direct.

Respectfully, BERT ANDREW,
Business Manager.

This advertisement, or poster, from Brother Andrew is a very peculiar one, and I regret that

I have not the time nor facilities available for making an accurate pen-and-ink lay-out for reproduction herewith for his edification. However, with as little verbosity as possible, I shall endeavor to explain how this job might have been materially bettered. (Exhibit No. 16.) This ad's great defect is an improper distribution of white, coupled with too much of a contrast between body and display. Suppose we mentally reset this poster: The first line we will leave as it is. The word "Sale" we will not change, either, only at both sides we will


DRY GOODS
SALE
CLOSING OUT
Our entire line of Dry Goods must go
COMMENCING
Monday, OCT. 20, '13
Our increasing trade on China and Glassware
Requires us
To make more room for these lines. In order to do so we are going to close out our stock of Dry Goods, so commencing Monday, October 20th and continuing until all the goods are sold, we are going to cut the price on every thing we have in that line, including Prints, Percales, Ginghams, Lawns, Table Linens, Outings, Wool Flannels, Cotton Flannels, Ladies and Childrens Underwear, Hosiery, Embroideries, Laces, Ribbons, Gloves, etc. Everything in the Dry Goods goes, nothing reserved.
SPECIALS
For the first three days of this sale, Monday, Tuesday, Wednesday (October 20, 21, 22) we will offer as follows:
20 pounds of best eastern granulated Sugar, ... $1 00
All you want at this price
6 pounds of Coffee $1 00
5 qt. gray granite Rinsing Pan 19c
All Ribbons, Laces and Embroideries go in this sale at half price
Don't forget the date, and come early if you want any of these Bargains, as they will not last long. Terms: Cash. No produce taken on these sale prices.
Steinmetz Cash Store
PALMYRA, ILLINOIS

Transcript Print, Palmyra

No. 16

add two-point rule boxes, about square, and of a depth to correspond with that of the letters of the word. Next, we will reset in type large enough to make two full lines the following matter, punctuated as I have it here:

CLOSING OUT — Our Entire Line of
Dry Goods Must Go — COMMENCING

The date line we will not molest, but the matter within the following panel ought to be reset in a larger face, allowing a margin of sixteen points at both sides and the same amount at bottom, with at least eighteen points at top, omitting the objectionable small inner panel and fist at left. Next, we will set "Specials" in a full cap line, letter-spaced, of say a forty-eight point face, if available. The balance of the ad may remain as it is, provided, owing to possible absence of black-face figures, we cannot display the prices within the trio of panels, and have no letter of less boldness and size in which to compose the signature line, and, of course, we will omit the indention of that paragraph just above the signature, which begins "Don't forget," etc. By following out this plan, we will have greatly improved this specimen.

* * *

Readers who may be interested in newspapers that strive to make their front pages neat and attractive will not want to miss this reproduction (Exhibit 34) of the first page of the Weekly Republican of Plymouth, Ind., where the famous Miehle press is made. It is interesting to note how the

THE WEEKLY REPUBLICAN
MIEHLE & SON PRESS BEST EVER MADE
STATE BOARD RAISE VALUATION 5 PER CENT
STONE ROADS NOW CERTAIN IN CENTER TP.
MILLIONS CUT IN EXPRESS RATES
LIMO GOES IN; WILSON IS OUT
WOMEN CAN VOTE

No. 34

make-up of this paper was planned so that perfect balance of head masses might be secured. The care with which the heads were written and composed is pleasing, and I think the final success paid for all the pains spent. From every point of view the Republican is a good home newspaper, and I am glad of this opportunity to praise it.

O. BYRON COPPER.

* * *

The value of an advertising medium is not gauged by good advertisers merely by the amount charged for space.

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

RAVENSWOOD STATION, CHICAGO, ILLINOIS

Entered at the Chicago Postoffice as Second-class Matter

BENJAMIN B. HERBERT - - Editor and Publisher
BENJAMIN S. HERBERT - - - - - - Associate
WM. E. HERBERT - Supt. of Mechanical Department

Official Paper of the National Editorial Association
Member Ben Franklin Club of America, Chicago Trade Press Association, Illinois Press Association, Order of Pica, New York State Press Association.

ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION

SUBSCRIPTION RATES—In the United States, Cuba and Mexico, $2.00 per year. Canada, $2.50 per year. Foreign subscriptions, $2.85 per year.

CHICAGO, JANUARY, 1914

This is an age of co-operation among men and among nations. This co-operation and the friendly spirit and mutual understanding necessary thereto are promoted by friendly trade or commerce, by organized industries and by the world's press, both public and technical—but the greatest power of all is the press that brings the whole world and all the commerce and industries thereof into constant touch and friendly relations.

* * *

Members of no other calling in the world have so many and so varied and effective opportunties for useful service as have the members of the press. Seventy years of life have taught us to realize that nothing in this world compares with useful, effective service to and for fellow men, properly recognized and compensated. Money takes to itself wings and flies away or, if it remains, becomes a burden and a curse. Buildings and all other things that are simply material, crumble down or waste away. A proper impression upon the minds of men, a showing of better ways of accomplishment, of doing or living, are handed down from generation to generation, added to, improved and made more powerful, with increasing and widening blessings for all time.

* * *

On our desk, before us as we write, is a little booklet entitled, "The Word and the Printer." It contains an address by A. H. McQuilkin, Editor of the Inland Printer, delivered before the Machine Composition Club of Chicago. It shows the value and necessity for higher attainments in this branch of printing and then points the way to the means that have been provided for higher attainments. Mr. McQuilkin emphasized the great demand for high grade composing machine operators. He referred to the remarks of a former speaker before one of the meetings, "a gentleman who has had charge of the catalogues of some of the great mailorder houses. He stated that if the houses he worked for had been able to get the quality of service they needed from printers they would never have established printing offices of their own. He also stated that the question of price was not so great a factor with his department as the question of intelligent co-operation and service. Not being able to obtain such co-operation and service these houses established their own printing plants; yet immense as these establishments were they still had to give out much of their work."

Further on he says, "Of all studies that lead to straight thinking—logical thinking—the study of words and grammar—language—stands at the front. I am well assured that the introduction of suitable books into composing rooms, the stimulating of clubs for the study of English, and other language, too, is within the easy accomplishment of your organization."

Now machine composition, with copy properly prepared, has been considered a very simple thing, and men and girls of very little learning, preparation or skill, have been employed to pound the keys, but Mr. McQuilkin shows that this has been at a loss to the business and has resulted in the degredation of the art and a loss of an incentive to the workmen, and transforming them into mere dull, unthinking machines.

If in the simple matter of operating a composing machine, there can be shown so much that is of great importance and the ways to improvement be pointed out, how unlimited are the opportunities for the members of the press, whether public, trade, technical or professional, to point out the dangers of retrogression and the ways of improvement and advancement? Such teachings, as we have already pointed out are unending in influence for good.

* * *

It does not require any argument to convince just men or legislators that every one is entitled to the protection for the results of his efforts, whether of the mind or hand. This right has been recognized in our patent right and copyright laws, but there is a class of property that often becomes of great value that has not so far received proper protection under the laws of the United States. We refer to patterns and designs. We are in full sympathy with the movement that is being made for a proper resgistration law to protect designs and patterns, whether domestic or foreign.

A convention was held in New York City in November attended by about three hundred representative manufacturers and others interested, that called on Congress, by resolutions, to enact a general registration law and to amend sections of an act known as the Kahn Law, to protect foreign exhibitors at the Panama Exposition, which threatened in any way American designs or manufacturers.

These demands are entirely just and such attention of United States Congressmen and Senators should be called thereto as to insure proper enactments at an early date. A bill to amend the Kahn Act has been introduced by Mr. Bulkely as H. R. 10310, and should be passed. It fully carries out the proper objects of the original bill and at the same time removes or amends all clauses that threaten injustice to American interests.

A National Registration League was formed in New York, of which S. M. Weatherley has been made Secretary-Treasurer, with office at 1309 Race Street, Philadelphia, Pa. Doubtless any information desired as to the objects had in view and the methods

or means of co-operation, and the pamphlet of proceedings of the New York Convention, can be had by writing to the Secretary at the address given. In the meantime the press should co-operate to bring this matter properly to the notice of our legislators in Washington.

Business depends on justice to producers and this is a matter of direct interest to every publication that carries advertising. The attention of the trade papers was called to this matter at the convention in New York City and the members of the Trade Press Associations have so far heartily co-operated in the movement for just enactments.

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To all who have remembered us with holiday greetings we return sincere and hearty thanks and bespeak for one and all, health, happiness, prosperity and all good for 1914 and the years that are to come. We have every reason to believe that the National Printer-Journalist is read by from eight thousand to ten thousand different persons each month. This is not a large number when compared with the readers of newspapers, but then, those who peruse this journal reach each day, or each week, many millions of readers. Three of our subscribers have circulations in the aggregate of nearly three million and the circulations of the papers of others of our subscribers run all the way from one thousand to one hundred and fifty thousand. In serving, influencing and helping directly these few thousand, we can feel that the National Printer-Journalist, indirectly, serves and helps many millions. In this view, we realize the sacredness and weight of the opportunity afforded and obligation imposed.

It is the aim of this publication to aid in making all newspapers and periodicals better, more influential and more prosperous in every way and to create happier conditions among all the people who are reached by the omnipresent press. It is the endeavor ever to promote worthy service, usefulness, efficiency, co-operation, justice, purity, righteousness, good will, and the highest possible benefits to all.

It is a great satisfaction to have been permitted to continue in this work for over a quarter of a century, and it is the highest possible pleasure to have the efforts that have been made during all these years, recognized and acknowledged by those who have been served, as helpful and beneficial.

If the National Printer-Journalist has helped to make better and more successful editors, publishers and printers, it has also helped all manufacturers and dealers, inventors, supply men and salesmen who depend upon publishers and printers for the purchase of machinery, presses, type, furniture, implements or devices whether these have been advertisers or not.

To all those advertisers who have acknowledged the work that we have been doing and have been sharers therein by their highly-prized patronage and support, we acknowledge a double indebtedness. They have helped to instruct in the better ways and afforded the means for betterment. To them we join with our readers in returning sincere thanks. Advertising is not only intended to sell goods but to show the way to better, more efficient and more profitable means and methods of accomplishment. All work together for the greater, higher good of each and all.

THE SCHOOL OF JOURNALISM OF OREGON AT EUGENE

We were gratified to meet Professor E. W. Allen of the Oregon University at the Convention of the Teachers of Journalism at Madison, Wisconsin. He is a graduate of the University of Wisconsin and an experienced newspaper-worker, and went to the school from that splendid paper, the Post-Intelligencer of Seattle. He is an earnest worker with his heart in his work. He followed his attendance on the convention by a visit to the Schools of Journalism in New York and other eastern cities.

The School of Journalism of the University of Oregon, though only one year old, has a registration of ninety-three and takes rank among the four largest schools of journalism in the United States. The registration last year was 63.

Forty-five freshman constitute this year's addition to the roll of the department. Besides the freshmen, there are three advanced classes, numbering, respectively, 17, 12, and 19.

Members of these classes recently visited Portland to inspect the operation of the big newspaper plants, and at the same time attended the joint meeting of the Press Club and the State Press Association. An effort is made to keep the students in touch with the active newspaper men of the state at all times. Weekly lectures are given at Eugene by speakers not connected with the university, city newspaper-men and country editors alternating each Friday.

Twice or three times a year the students of all four classes are turned loose in the plant of one of the Eugene daily papers to take entire charge and get out a big Sunday edition without help or suggestion from the regular staff. The freshmen become reporters, members of the advanced newswriting class are the special writers, the seniors elect an editor and editorial writers, the whole so that all are able to work while the class in technique organizes smoothly, without duplicating each others' efforts.

✕ ✕ ✕

ROBERT V. WALDO, DECEASED.

Just as we were sending the last form of this issue to press, a letter was received from President Robert W. Nelson of the American Type Founders Company, containing the sad news of the death of Mr. Robert V. Waldo, manager of the New York house of the A. T. F. C. His death was due to heart failure, after an illness of only a few days. He was a man of true character, kindly and able. He had done much for the type-founding and printing business. We knew him first in Milwaukee as a member of the firm of Benton & Waldo. He had hosts of friends throughout the Northwest, who will mourn his death. Mr. Lawrence W. Baeuchle has been appointed as his successor.

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A BIG $2.00 WORTH

Cook Printing Company, Los Angeles, Calif.

December 27, 1913.

The National Printer-Journalist, Chicago.

Gentlemen:—A big $2.00 worth. Should be read by every printer in the land—and the printer-publisher who remains off its list is surely dead to his own interests.

May 1914 bring the prosperity your good work deserves.

Sincerely,

COOK PRINTING CO.,

F. H. C.

Special Holiday Issues

UR desk is loaded down with excellent holiday numbers of newspapers, all filled with gladness and good will, the stirring spirit of life and enterprise. The good old Saint of childhood love and joyous giving, Santa Claus, and the children rightly occupy large space in illustration and text.

YAZOO SENTINEL

First we take from the top of the pile, the Yazoo Sentinel of Yazoo City, Mississippi, bright, clean, joyous with first page in green, red and white, showing bells, holly wreaths, Christmas trees, books and toys and a family group of five children, the ideal number, gazing lovingly into the happy face of Santa Claus.

The paper contains thirty-six well-filled pages, six columns to the page,—there is all the glad news of the holiday time, with Christmas stories, sentiments and legends and a well-handled, well-displayed abundance of advertising from the home business men.

Printers Ink recently and rightly wrote of the Sentinel as superior "for general excellence of typographical arrangement, superiority of contents and the high esteem in which it is held at home." Frank R. Birdsall is editor and he says as to the day and of Christ:—

"He was the gentlest man that ever lived, and it is this gentle spirit which the world feels at the festival celebrating His birth.

"He taught peace on earth good will to men. It is this feeling which pervades the world at Christmas. The quiet memorial satisfaction of the aged; the hearty-good-will of the younger; the beautiful happiness of children—all come, perhaps unconsciously, from the gentle, yet powerful influence which came into the world nineteen hundred years ago.

"And it is well that we have one season when the human heart is turned away from the fierce struggle for existence, and the grown-ups sit in memory, and the children shout in joy.

"To all of them, old and young—those who dwell in the past, and those who look to the future—we wish a merry and happy Christmas!"

There are articles as to home interests, business and industrial improvements. To us one of the most interesting stories is about "Carving a Stock Farm out of the Wilderness," the making of an improved farm from 7,500 acres out of a primeval forest. The making of a productive farm is a noble work, fit to be celebrated at Christmas time.

MAURY DEMOCRAT.

The Maury Democrat of Columbia, Tenn., by Lynch and E. C. Perry, issued its Christmas number on December 11th, with 24 pages. It reflects honor on the editors and the office of which it is the complete and legitimate handiwork and meets its readers face to face with a smile and pleasant greeting. while giving due credit to its advertising patrons. A column editorial on the first page might well be designated as a model Christmas sermon, filled with highest ideals, loving good-will and purest, holiest faith. The issues of this paper of December 18th and 25th are of like character, with especially appropriate illustrations of hymns and anthems:—"Hark! Hark! My Soul! Angelic Songs are Swelling" and "For Unto Us a Child is Born."

SHARON TELEGRAPH.

The Sharon Telegraph of Sharon, Pa., of December 19th, made special feature in its great seven-column, thirty-two page number, of a plea for subscriptions to the "Municipal Christmas Tree Fund to Help Make Unfortunates Happy." The Telegraph is twenty-two years old and its present editor, A. G. Dickenson, took charge seven years ago and has made a great success by making a good paper "by printing all the news, all the time, without catering to any party or faction, but by lining up on the side of truth and justice in every instance" until it is welcomed in thousands of homes as the people's home paper.

Its wealth of advertising shows the high appreciation in which it is held by the business men whose confidence has enabled the paper to expand by leaps and bounds.

It gives notice of a house warming for all the people in January in its new home, a modern four-story building equipped with every facility and every mechanical device for turning out a modern, up-to-date newspaper, with a new monster Potter press, fitted to turn off thousands of complete papers in two colors, every hour.

DALLAS MORNING NEWS.

Here comes next, under date of December 14th, the Morning News of Dallas, Texas, to which publication we had occasion to refer in our December issue.

It contains sixty-eight well-filled, well-printed pages and deserves all of the good things that we have written of the publication. Besides all the news, there is much of helpful information. One department is given up to a series of articles under the heading, "Sketches of Prominent Newspaper Men—Interesting Facts About Their Careers and Their Ideals." Why should not newspapers inform the public as to the leaders in the calling? To give the people such information will be to their better understanding and higher appreciation of the public press, its attainments and ends. The article in the issue before us is devoted to Frank B. Noyes of the Evening Star, Washington, D. C. One of Mr. Noyes'

views is "The Ideal of the latter day newspaper man is to present a fair picture of the world's news, independent of party, personal views or feeling, fair to friend and foe." How this is accomplished and the vast expenditure and work involved, the growth and other items are of interest to the public and inspiring withal and must command respect.

ELGIN, ILL., DAILY NEWS.

Newspapers have come to take a very large part in Christmas giving and benevolences. The "Good Fellows" of the Chicago Tribune supplied twenty thousand people, six thousand families, with substantial food for Christmas dinners, besides other necessities, toys and sweetmeats. No one was permitted to go hungry or cold.

The Tribune took care of those that the "Good Fellows" could not reach. Dailies all over the country helped by publicity and direct work in bringing the benevolent and the needy together and in adding in every way to the Christmas joys.

The Elgin, Ill., Daily News in its issue of December 20th, gives an account of a Doll Show promoted by the paper and held in its fine building, the opening having been on that day at 2 P. M. The dolls were arranged on the stage as for a wedding in honor of the bride and groom, "Loretta and Clem." There were some new features to the Christmas doll show that will be worth remembering and of which the News gives the following facts among other interesting details:—

CHRISTMAS SPIRIT AIDS EXHIBITION.

Much of the success of the movement to give every little girl in Elgin a Christmas doll and of the doll show is due to the fact that the spirit of Christmas giving has shown itself in a great number of ways.

One hundred bachelors gave dolls, which were dressed by members of the high school domestic science classes and other high school girls. The stage for the doll show was put up by John A. Wright, contractor, and decorated by William Wiedemann, of the George M. Peck Company. Doll furniture was furnished by Ackerman Brothers. Palms and ferns were loaned by George Souster. Electric lights and fixtures were put in place by the Aurora, Elgin & Chicago Railroad Company. Music for the reception has been furnished by F. A. Copeland, who loaned an Edison Phonola. The August Scheele Company sent down a Christmas tree and decorations for it.

The dolls were brought from the high school to the place of exhibition by members of the fire department from number 1 station, and Attorney R. H. Kramer, whose automobile carried the bridal party.

Gifts from a number of merchants made it possible for the high school girls to dress the dolls. Jay Burdick of the Radcliffe-Regalia Company donated two boxes of materials and various milliners gave pieces of goods for both dresses and hats.

This much is given to show how possible it is for a newspaper to unite members of the community in team-work for the happiness of all. This need not be confined to the Christmas-time alone. A general interest was secured and dense crowds gathered even before the opening.

In the crowds were bachelors, looking for the dolls which they donated, girls for whom they were named, mothers of the girls who dressed them, inspecting the sewing of their daughters, and hundreds of those who were interested in the movement of the Salvation Army and The Daily News to bring Christmas joy to the heart of every youngster in the city.

Before a background of palms and ferns, the dolls were arranged on a stage. The bride and groom and bridal party occupying the center of the stage. Behind them was a doll at a piano, with a singer at her side. In one corner was a nurse, caring for the baby dolls, while at the corner toward the door, "General Parsons" stood with upraised hand to keep the crowds from pushing too close.

Every doll wore a card on which the name of the donor, the doll's name and the name of the girl who dressed it were written.

This issue of the paper contained twenty-four full, seven-column pages, and the advertising showed that the business men were filled with the spirit of the season and awakened to an interest in the paper and in the paper's efforts to carry joyousness to all the homes of the city, and the venerable editor of this successful daily,—now in its forty-first year, but up to the times,—A. H. Lowrie, thought it not beneath proper dignity to say on the editorial page:—

"There is a strange sort of fascination about dolls which affects grown-ups as well as children, and the dolls' show which began in the counting-room of The Daily News this afternoon, should interest every normal man, woman and child. One doll creates a lot of human interest and a hundred dolls create a vast amount. This exhibition is particularly interesting for other than ordinary reasons. In the first place, the dolls are for the little girls of Elgin who, under ordinary circumstances, would receive no Christmas present. Every doll means Christmas happiness for a child. In the second place the doll show is an exhibition of the work of the sewing classes of Elgin high school and the work shows the wonderful development of domestic training in Elgin's school system."

The News has been conducted most successfully with increasing popularity and business many years by Lowrie and Black, both of whom are known and honored among the members of the National Editorial Association, Mr. Lowrie having at one time been

treasure of the Association and having acted as president pro tem during the visit to the old city of Mexico in 1887.

THE NEWTON, MISS., RECORD.

Here is another gem among holiday issues. It has on the first page a most effective Santa Claus with two bright little children on his shoulders and two others clinging to him—the illustration and border printed in red. It tells a most complete and gratifying story about Newton County's Metropolis, telling of facts of historic interest, of "Newton of Late Years"; "Ten Years Growth"; "Building Record"; Municipal Ownership"; "Postoffice Receipts," etc.

The half-tone illustrations of factories, banks, stores, public buildings, farm scenes, etc., are of highest excellence and lead one to think of the city and county as the abiding places of prosperity, goodwill and happiness. Is there any better way, next to inducing to co-operation in good works, to ennoble and add to the joys and thankfulness of the Christmas, than to show what have been the worthy accomplishments of the people and the blessings that they enjoy?

This issue is printed in two sections of eight pages each, on clear white, hard finished stock, and the mechanical execution is excellent. It is good to look upon and gives a joy as a work that tells of the high ideals of the publisher and his full appreciation of his work, of the occasion and of the people. C. E. Cunningham is editor and owner. The issue is not only holiday but a twelfth anniversary edition and the editor writes not only of the Christmastide but of the paper, saying as to the latter and his work in publishing the same:

"Coming to Newton with less than $40 as his only possession, four of the citizens invested in half the stock, and the only bank here at that time had confidence enough in the publisher to loan him the other half. A new outfit costing $1,600 was purchased, and to make a long story short, the publisher went to work and has been hard at it ever since. His loan of $800 was finally paid, and then the stock of each of the other owners was bought one at a time. Then followed new and needed equipment from time to time, until one of the best country plants in the state was installed, the last purchase of consequence being a Standard Babcock news and job press, on which this paper is printed. In the meantime a suitable brick office was built in the center of the town as a home for the paper, and that and the plant is paid for.

"This little personal history is not published in any vain spirit, but with the hopes that it may prove an incentive to some other young man who might think that he could not make any success unless he has capital to start on, and refuses to make a trial because he is handicapped by poverty. The best capital a young man can have is honesty, unlimited energy and a knowledge of economy, mixed with a certain amount of self-denial and determination. While a brilliant intellect, a thorough education and capital are to be desired, they are not necessary.

"Another reason for publishing the above is to refute the idea that the newspaper is an object of charity. Whenever a paper reaches that stage, then the publisher should close up shop, quit and go into some other business, for he has missed his calling or chosen the wrong location. A newspaper is a legitimate business, and should be conducted on business principles. It should not expect people to pay for anything that it does not earn. The Record has given value received for every dollar it has obtained. It appreciates the patronage that has been accorded it, and hopes to merit a continuance of it."

One article is devoted to the paper, in which it is stated that the Record is published in its own building, a nice brick structure erected in the heart of the city, especially for a newspaper and printing home, and the equipment is all of the best and most modern, ranking with the leading papers of the state. Nothing in the printing line is too large or too small for the plant to turn out, and the character of work done is equal to that of the larger cities, this booklet being a speciment of the work that it does.

The editor nor the paper ever misses an opportunity to speak a good word for Newton, in whose future the editor has the greatest confidence, believing that the population will be doubled within the next few years.

This article contains an illustration of the office, of the Mergenthaler Linotype used and portraits of the editor and his good wife. It is kind and wise and something appreciated when the editor takes the readers of his paper and all the people into his entire confidence and treats them as closest friends and members of the newspaper family until they come to speak of the paper in perfect confidence, with pride and love, as "our paper."

THE BROOKLYN, N. Y., DAILY EAGLE.

This is a home paper, characterized by most efficient home service and complete home news. It has such a hold on its constituency as to maintain its three-cent rate, while other dailies of Greater New York have dropped to one cent.

On the evening of December 8th, an anniversary banquet was given to William Hester, President of the Eagle Association, on the occasion of his seventieth birthday, that indicated the spirit that pervades this model newspaper organizaion. Among the speakers at the banquet was Comptroller Prendergast of Greater New York and in his remarks he referred as follows as to the characteristics of the Eagle and its honored President, whom he directly addressed:—

"While I am not, sir, one of your oldest friends, I have nevertheless watched with increasing interest for years the growing part you have taken in directing the great institution with which your name is so closely associated. There is a peculiar fascination about Brooklyn, and an unusual spirit. It is something to direct public opinion. The newspaper's mission being to do this, not for selfish ends but for the good of the community, we wish to honor you for the good you have done in the name of the community. Your name will live in association with the great institution you direct.

"On meeting a stranger abroad and remarking that we are from Brooklyn, how natural to hear as the next division of the conversation a reference to The Eagle. And its name is a synonym for fairness, square dealing and consideration for all, high and low alike. What greater eloquence of well-directed effort could be spoken!"

Another of the speakers was Mrs. Martin W. Littleton, formerly of Texas, who naturally did not forget the first great President who especially advocated the newspaper press, saying among other things:—

"Somehow in thinking of Colonel Hester I naturally associate Jefferson, who taught us to have a free press. Hester and McKelway have been foremost in the vanguard of this new educational era which has changed the complexion of our American civilization to its present bent of culture."

Naturally there was much else of interest in this banquet, but the quotations that we have made and the speakers to which we have referred were especially in line with the ideals that we are endeavoring to enforce. This was in a measure a sort of Eagle family affair and naturally Herbert F. Gunnison, Business, Manager, and Editor McKelway were among the speakers.

True to its traditions, the Eagle gives notice of its great New Year celebration in the form of an open air concert at which the public will be asked to join in the singing, to be held in front of Burough Hall.

We regret that space forbids, here, to refer to a hundred or more others, to which similar high commendation is due and should be given.

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The third of the newspaper forums of the department of journalism of the University of Pittsburgh was held Tuesday evening, November 25th, and short talks preceding the general discussion were made by Elmer R. Stoll, secretary Pittsburgh Newspaper Publishers' Association; James F. Hudson, associate editor Pittsburgh Dispatch, Frank J. Markey, International News Service, and Grif Alexander of the Pittsburgh Dispatch.

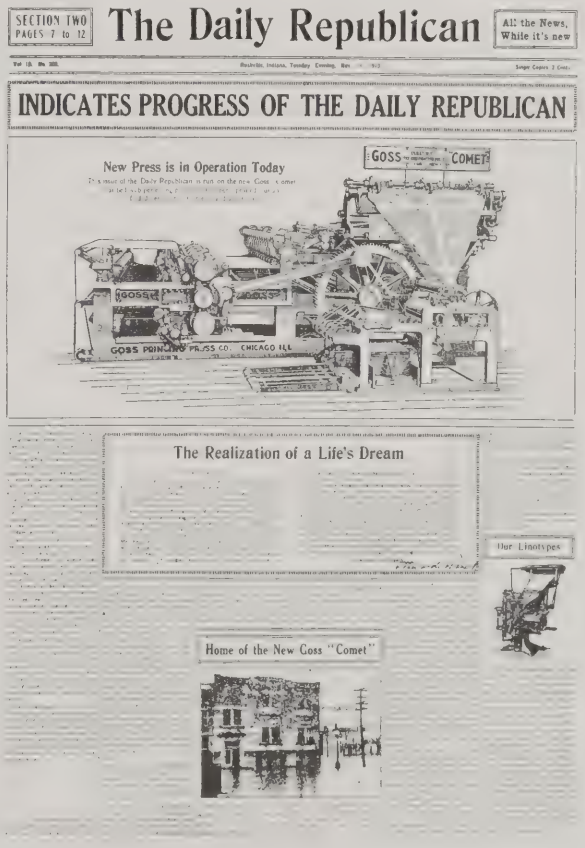
Mr. Stoll's talk was on newspaper management, Mr. Hudson discussed the freedom of the editorial column, Mr. Markey outlined the field of modern syndicate, and Mr. Alexander contrasted the colored news article with the distorted news item. Mr. T. R. Williams, managing editor of the Pittsburgh Press presided.

Rejoicing Over Merited Attainment

A HUMAN INTEREST STORY OF A NEWSPAPER MAN.

ACHIEVING success through years of struggle is something well known among the newspaper-makers of America. Every such incident of victory has its lessons and its inspiration. Some have had more difficulties to face and overcome than others, but whoever has commenced as "printer's devil" or office boy and without other means than his own wits, industry, enterprise and unflagging perseverance, reaches the ownership of a worthy newspaper and printing office, has a right to rejoice. "Peace hath her victories, no less renowned than those of war" and often vastly more useful and more lasting.

The Daily Republican of Rushville, Indiana, recently had occasion to rejoice over reaching a point in growth and prosperity that required a new, rapid, newspaper press, and rightly celebrated the installation of a "Goss Comet" with an illustration of the


SECTION TWO PAGES 7 to 12

The Daily Republican

All the News, While it's new

INDICATES PROGRESS OF THE DAILY REPUBLICAN

New Press is in Operation Today

GOSS COMET

GOSS PRINTING PRESS CO. CHICAGO ILL

The Realization of a Life's Dream

Our Linotypes

Home of the New Goss "Comet"

new machine on the first page of the paper, accompanied by an interesting story of progress and of the capacity of the new machine, to give the patrons better and quicker service by performing three functions automatically,—to feed itself, print on both sides at once, and, paste and fold, ready for the carriers, from 3,500 to 4,000 complete papers per hour.

By way of contrast, the fact is stated that:

When the present publisher came to Rushville thirty-six years ago to take a position in the Republican office, the paper was then printed on a hand press. It took the biggest part of a day twice a week to print the small edition of the weekly Republican.

Of course the story shows the equipment of the Daily Republican of Rushville to be in the front rank of county seat newspaper and printing offices that have experienced wonderful growth during the past decade, but, in addition to this, the boys "put one over" on the "boss," who is affectionately called "Pop," by working in a story under the caption of "The Realization of a Life's Dream," that contains much of human interest. Mr. Feudner did not see the article until the paper was printed and could not then use the blue pencil.

There is nothing in the story of which to be ashamed, but much of which to be proud. We are reproducing the first page, except the paragraph we clipped out, and that appears above in quotation. For fear that the reprint will be too small to be read, we give a brief synopsis of the article, first quoting the following introductory sentences: "To no one did the installation of the modern printing press in the Daily Republican office mean more than to J. Feudner, the father of us all. We want to pay tribute to the grandest man in the business, but we lack the means of expression."

Blessed is the newspaper man or editor who is held in such esteem by his "boys," even if they do steal a march on him to tell the public of their good opinion.

There is no lack of "expression" in the telling of the "tingle of pride that set him to thinking of the days when he swept out the printing office for his room rent," and of the "expression of the feeling of satisfaction,—and he deserves all the satisfaction he is able to get out of the realization of life's desires and more besides."

Mr. Feudner was the industrious son of a tailor in a quaint German village. He had a longing for something larger in life. The glamor of the big, new life in America penetrated to his knowledge and stirred his soul. At fifteen years of age, he sailed across the sea to live among a strange people, though not speaking a word of English. He first settled at Huntington, Indiana, and found employment on a small farm and then in a bakeshop that had a wood yard in which he chopped wood and this yard adjoined the printing office of the Huntington Herald. While swinging his ax he saw the printers at work and when an offer came to work in the office, he grasped it eagerly. He had found his destiny. He worked tirelessly and lived with utmost economy. He had learned enough of tailoring in his father's shop in Germany so that he could make his own clothes. He widened his knowledge through employment in offices at different points in Northern Indiana.

In 1873, he was engaged with the man in whose office he had first worked, Mr. John F. Moses, who had sold the Huntington Herald and bought the Rushville Republican. That was thirty-seven years ago and he remained and made himself invaluable to the business in which he acquired an interest. Ten years ago, when Mr. Moses retired, he became his employer's successor and the sole owner of the office. The paper had been at the time he purchased it, a semi-weekly, but within a year he launched the Daily Republican and the necessity that caused the installation of the new, modern press is the best evidence of the great success that he has made.

In our February issue will be given more as to the office and of the successful methods used by the Republican in the handling of advertising, but here, as most appropriate, to the beginning of a new year with new incentive and new resolutions, we reprint from this story of appreciation, a quotation as showing Mr. Feuder's character and views of life. A few years ago, a book of favorite thoughts was printed in the office, each giving his favorite selection, and opposite Mr. Feuder's name, selected by him, was the following, written by Confucius in 551 B. C.: "Love your neighbor; let reason rule and guide your conduct; speak prudently and manfully on all occasions. Let your example be set before all men that they cannot avoid an acknowledgment of satisfaction and approval."

Let the word "write" take the place of "speak" in the quotation and it would be difficult to find words, sentiments or principles better adapted for the regulation of the life of the editor of a newspaper.

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"THE LARGEST AND BEST THE N. E. A. HAS EVER HAD."

Hotel Vendome, Minneapolis, Minn.

December 25, 1913.

National Printer-Journalist, 4614 Ravenswood Avenue, Chicago, Ill.

My Dear Mr. Herbert:—I have received your December number and—as always—it is very interesting. I hope the Houston Convention in April may be the largest and best the N. E. A. has ever held. The high character and ability of President Oswald, the extremely valuable program that he is preparing, and the enticing attractions that Texas has promised, ought to be ample to ensure this result.

May I ask you to again change the address of my copy of the N. P.-J. so that I may not miss the January or subsequent numbers. Change it to J. G. Gibbs, care American Paper Stock Co., corner Pillsbury and Myrtle Avenues, Minnesota Transfer, Minn.

With best wishes and the compliments of the season for my dear friend Herbert, and all of his kith and kin, cordially and fraternally yours,

J. G. GIBBS.

[Mr. Gibbs was for several years Treasurer of the National Editorial Association.—Ed.]

Advertising in Chicago

VERY few, if any, organizations in the whole world have shown such well directed activity and intelligent zeal in the study and promotion of all the interests of a city as has The Chicago Association of Commerce. There is no branch of commerce, manufacture, city improvement and beautifying, sanitation, education, parks and playgrounds, transportation, and good government, that does not receive careful, conscientious consideration and, if worthy, hearty, honest promotion.

The number of subjects covered under the different departments run into hundreds, each in the hands of a subdivision committee. The following "Report of Subdivision Committee No. 38 (advertising) of the Ways and Means Committee, will be read with interest and great profit by every publisher and printer throughout the whole country:

No commercial activity is so closely connected with every other commercial or industrial enterprise the world over, nor is any single line of business so interwoven into the fabric of our modern life as is that of advertising.

The business of the world depends in great measure upon the science of advertising, in fact, its very existence — at least in its present form — is founded upon effective advertising principles.

George Fitch says: "Advertising began when the eager merchant went out on the street and jogged the pedestrian by the elbow to get his attention." This was wearisome work and sometimes the pedestrian hit back. Nowadays the merchant or manufacturer can jog a million men by the elbow through the public print.

To a greater extent than is generally realized the lives of every one of us are influenced every hour of the day by advertising. We begin the day with the use of an advertised bath tub, an advertised make of toilet soap, an advertised razor, the latter sharpened on somebody's advertised razor strop and used in connection with an advertised make of shaving soap, applied with an advertised shaving brush.

The underwear, hosiery, garters, suspenders, shoes, shoestrings, suits, collar buttons, ties, hats and overcoats, which we proceed to get into, all are known from ocean to ocean, thanks to the advertisers' art. In our pockets are advertised watches, pencils, fountain pens, key rings and keys.

We breakfast off an advertised dining table, made from advertised lumber and finished with an advertised varnish, the top of which is covered with an advertised asbestos pad. In our menus are advertised breakfast foods, advertised milk and bread, ham, bacon, sausage, eggs, butter, coffee and what not, all advertised. The silverware, china and glassware are also advertised.

We go to our offices reading the morning paper which is one of the mediums through which these modern comforts are brought to our attention. Our offices are furnished with desks, chairs and other equipment, which we are influenced to purchase through advertising. Our correspondence paper, record books, pens, pencils, ink and writing machines are all advertised, and we rub shoulders with fellow workers who became our partners or obtained their positions through advertising.

We sell our own goods by advertising, and the same agency unconsciously influences our purchases of supplies. And when the day's work is done we go to our homes, which we have leased or bought through advertisements. The building is constructed of materials and equipped with furnishings which are advertised. The furniture, piano, refrigerator, stove, gas range, vacuum cleaner, carpet sweeper, and other things too numerous to mention are advertised brands. Our telephone service and our supply of gas and electricity are promoted by advertising.

Every human need seems to have been remembered, from baby food to coffins, from safety pins to railroads, from hooks and eyes to rolling lift bridges, from shoe eyelets to office buildings.

That advertising pays needs no better proof than this great volume of advertising upon which, almost without exception, every successful business enterprise is founded. Yet while everyone believes that advertising in general is profitable, there are not a few who remain to be convinced that in their particular case it promises no important benefits. If we were to undertake to cite individual instances of what an effective advertising campaign has accomplished, how such a campaign has transformed a faltering line of trade into an aggressive, competition-conquering industry, not fifteen hundred words nor fifteen thousand, would provide adequate space for this report. It is reported that a large baking powder concern refused $1,000,000 for the name of its product, made famous through advertising. Mark this: Millions of dollars for a name, representing good will based upon good advertising — that is, a measure of values created by the use of printers' ink, and it is no exceptional case, for there are many names which advertising has created, that a million could not buy.

Chicago owes in no small measure its supremacy as the Great Central Market to the fact that Chicago business houses are good advertisers. The advertising of a few firms in a certain line of manufacture, for example, took away from the East a long-established leadership in that line, compelling many houses to retire from the field, and many similar cases exist.

But more far-reaching than the advertising of particular lines is municipal advertising. Three great strides in Chicago's development may be traced directly to events that have drawn to Chicago the attention of the world at large. The Chicago fire was the first — an involuntary feat of advertising — nevertheless effective in turning the eyes of the civilized world upon this city. The second was the World's Columbian Exposition; the third, the organization of the Chicago Association of Commerce. No city in the same period of time has recorded such progress as Chicago, and this growth is due in large part to the fact that its citizens temperamentally are advertisers, while its business interests are growing powerful through effective advertising methods.

Chicago is recognized as the advertising center of this country. While not a leader as a magazine publishing center, its advertising patronage makes it possible for the eastern magazines to exist. The Chicago advertiser keeps close to the consumer, and the fact that the western business man is admittedly most progressive in the employment of advertising, Chicago is ideally situated to hold its leadership in the advertising world.

The first large mail order advertising campaign was begun in Chicago. The first school of advertising instruction was established in Chicago. The first building devoted to advertising interests was erected in Chicago. The full-page advertising of department stores was inaugurated in Chicago, and Chicago numbers among its adver-

tisers the largest users of space in the world. A Chicago paper carried in April over $350,000 in advertising. A magazine published in this city receives the highest price per line paid for advertising space in any magazine medium. Chicago stands first in foreign paper advertising; first in mail order advertising; first in automobile advertising.

Chicago advertisers and Chicago advertising agents patronize 24,381 newspapers and periodicals located in 11,629 towns and cities of the United States and Canada. Of these 2,633 are daily papers; 17,285 are weekly newspapers; the balance are weekly, semi-monthly and monthly magazines, divided into 208 special classifications, covering practically every phase of human interest and effort. The total value of newspapers and periodicals, according to the last census, is $737,876,087, almost double what is was ten years before. The income of these publications was $337,596,285, over twice the amount of the period ten years earlier. The aggregate circulation of these publications in 1909 was 164,463,040, nearly 60,000,000 greater than a decade previous.

Advertising in its various forms embraces the use of space in newspapers and magazines, billboards, painted bulletin boards and the walls of buildings, street car and programs of various sorts, catalogs, booklets, pamphlets, circular letters, mailing cards, calendars, handbills, hangers, all sorts of signs, a myriad of novelties and premiums and the adaptation of electric signs, stereopticon and moving picture views.

It is estimated that the business men of the country spend more than $600,000,000 annually in advertising in the above forms. It is also estimated, it may be added, that one-half of this amount is virtually wasted through the injudicious and haphazard use of advertising appropriations by those incompetent to prepare advertising plans and copy which pulls. Advertisement writing has become a trained profession, calling for experts in possession of broadest merchandising experience and a technical knowledge embracing many lines. The successful advertising agent must be a merchandizer as well as a producer of "copy." In advertising service as well as in advertising itself, Chicago has been a leader, and the largest and most successful advertising agencies are located in this city. Chicago advertising agents have always led in rendering service to advertisers. All important publications issued outside of Chicago have special representatives or solicitors, numbering thousands, resident here, and of all advertising carried in the general magazines, approximately 45 per cent comes from the Chicago district. For the population represented by Chicago and its trade zone, there are more advertisers spending more money in advertising than in any other section of the country. There are advertising agencies in Chicago handling a total volume of business estimated at $30,000,000, the business of their clients ranging from a few hundred dollars to $1,000,000.

You would be amazed to learn of the large sums invested in advertisements appearing in a single issue of some of the large publications of the country. Some such advertisements have cost from $5,000 to $30,000 for a single insertion.

The influence of advertisements begins to show its effect, of course, immediately following their publication, yet many of the big advertisers figure that the real results are felt the following year. Many examples are known of advertisements bringing inquiries even ten to twenty years after their appearance.

Among the closely related trades which form a necessary part of advertising and which owe their development in a large measure to advertising are:

Engravers, electrotypers, stereotypers, lithographers, printers, print paper mills, envelope manufacturers, printing ink manufacturers. printing press manufacturers, type founders, type setting machine manufacturers, sign makers, newsdealers, as well as supply dealers and manufacturers of machinery for these trades.

A new phase of advertising has been developed in Chicago in the adaptation of motion photography. Moving camera copy is used to show the process of the manufacture, to illustrate big selling ideas and in other ways to secure for a particular business the publicity which this newest of advertising instrumentalities affords. It is estimated that 5,000,000 people daily attend moving picture shows in this country, and a number of large companies are making use of this form of advertising locally and nationally, at an estimated cost of two cents a person with an attendance ranging from 100,000 to 1,000,000.

A century and a half ago Dr. Johnston said that the trade of advertising had reached so great a perfection that it was difficult to propose any improvement. Yet today the science of advertising is generally held to be in its infancy.

Advertising as now conducted exerts a beneficial influence on every department of business, and its direct effect is constantly to improve business methods and standards of business integrity. It is economically unwise for any advertiser to expend large sums of money in promoting goods which are unworthy, because it is in holding trade as well as in developing it that the rewards of effective advertising are realized. And while it is true that there have been and still are instances of fraudulent advertising, such instances are today unknown in most reputable publications. Every year the magazines and newspapers reject literally millions of dollars of advertising which ten years ago were accepted. At the ninth annual convention of the Associated Advertising Clubs of America, held in Baltimore in June, the word "truth" was adopted as its slogan, and the effort of these clubs throughout the country is constantly exerted to prevent fraudulent, deceptive and exaggerated advertisements of all kinds. Legislative enactments for the correction of such fraudulent publicity have been fathered, supported and enacted in ten states through the influence of these clubs and their individual members. The bill posting and distributing concerns also have a national association which is doing much to realize high standards in this department of advertising.

Since the day of Dr. Johnston advertising has advanced to the point where it is the controlling influence in the world of commerce — not only in the world of commerce but in the world of every-day affairs. Advertising makes millionaires and presidents, makes great actors out of fur coats with indifferent filling, supplies widows with husbands, babies with homes and deserts with people. Advertising gets some people into society, others into jail. The country which advertises waxes great, while the land which has no press agents tumbles away to be discovered by the archaeologists in the dim future.

Chicago owes much to advertising, and advertising owes much to Chicago. Its message is one of great import to every Chicago business man, for it will continue to be, as in the past, an indispensable factor in the development of Chicago's commerce and industry.

SUBDIVISION COMMITTEE No. 38 (Advertising)

Miles B. Hilly, Chairman.
F. R. Bott.
George F. Black.
Orva G. Williams.
G. G. Place.

TEXAS MEMBERS OF THE NATIONAL COUNCIL OF THE N. E. A.

Lee J. Rountree of the Georgetown Commercial, who is a member of the executive committee of the National Editorial Association, called a meeting of the Texas members of the national council to meet in Dallas on Monday, December 29th, with the program committee, the representatives of the Chamber of Commerce in Texas, the entertainment committee to greet the National Editorial Association upon its entry into Texas next April, and representatives of the railroads. The Texas Members Council is composed of the following members:

Texas Press Association—Senator Chas. W. Taylor, Rogers News.

Texas Editorial Association—Jeff McLemore, State Topics, Houston.

Gulf Coast Press Association, John R. Lunsford, Bishop.

Navarro County Press Association—A. N. Justiss, Corsicana Light.

Southwestern Texas Press Association—F. M. Getzendener, Uvalde Leader-News.

San Antonio Press Club—Jas. Emerson Smith, San Antonio Express.

Senator Taylor of the Rogers News has been appointed to succeed Lee J. Rountree of Gorgetown on the council as Mr. Rountree was elected a member of the executive committee of the National Editorial Association in Denver and tendered his resignation to the president, J. J. Taylor, of the Texas Press Association.

"The indications are," Mr. Rountree says, "that this meeting will be the largest of recent years."

A report of the meeting of December 29th will appear in our February number.

⁂ ⁂ ⁂

A FINE OFFICE

The William Thomson Machinery Company is to be complimented on the neat office fitted up and occupied at 426 S. Dearborn St., Chicago, Ill. The illustration shown herewith gives a pretty good idea of its appearance and arrangement. It is intended for the convenience and comfort of its customers and visitors, as well as a comfortable place in which to transact business.

It, in a way, symbolizes the neatness of the presses

Interior View of Office, William Thomson Machinery Company. Chicago

Central West Texas Press Association—Homer D. Wade, Stamford.

Northwest Texas Press Association—Senator W. A. Johnson, Memphis Herald.

Northeast Texas Press Association—P. Nelson, Greenville Banner.

Dallas Press Club—H. W. Blakeslee, Associated Press, Dallas.

Houston Press Club—Judd Mortimer Lewis, Houston Post.

Austin Press Club—Lloyd P. Lockridge, Austin Statesman.

Dallas County Press Club—Sam P. Harben, Richardson Echo.

Texas Intercollegiate Press Association—E. Curtis Vinson, Southwestern University Magazine, Georgetown.

Fort Worth Press Club—Claud Callan, Forth Worth Star-Telegram.

sold by the company,—the Colt's Armory and the Laureate. As has been stated, heretofore, this Company represents, in Chicago, the H. C. Hansen Type Foundry of Boston, Mass.

⁂ ⁂ ⁂

A neat little monthly magazine comes from Edinburgh, Scotland. It is named The Scottish Optimist and is the official paper of the Scottish Optimist Club, of which Mr. G. E. Whitehouse, 76 Hanover Street, Edinburgh, is Honorary Secretary. We respectfully submit our name for membership, if a U. S. citizen can apply. The Club was organized October 10, 1913. The aims of this new organization are briefly stated, as follows:—"To promote a better spirit in business and civic patriotism; the best possible in business life; to make his own city the finest city in all the world in which to live." The objects are good enough for any worthy editor.

Teachers of Journalism in Convention at Madison to Meet in New York Next Year

Dr. Talcott Williams Chosen President at the Second Gathering of the American Conference of Teachers of Journalism at the University of Wisconsin.—Thoughts of Value to All Newspaper-Makers.

Schools of Journalism First Advocated by B. B. Herbert at St. Paul, Minnesota, in 1884.

Twenty-four teachers of journalism, representing colleges and universities in all parts of the country, attended the second annual Conference of Teachers of Journalism at the University of Wisconsin, November 28th and 29th.

Dr. Talcott Williams, director of the school of journalism at Columbia University, N. Y., was chosen president for the coming year, succeeding Dr. Willard G. Bleyer, of the University of Wisconsin. The other officers are: Vice-president, Professor Frank L. Martin, acting dean of the School of Journalism at the University of Missouri; Secretary-Treasurer, Professor James Melvin Lee, director of the School of Journalism at New York University; additional members of the Executive Committee, Dr. W. G. Bleyer, University of Wisconsin, and Professor J. W. Piercy, of the University of Indiana.

The invitations of the schools of journalism at Columbia University and New York University, to hold the next meeting of the Conference in New York City, were accepted, and the time of meeting was fixed as the last week in December, 1914.

The petition of the honorary fraternity, Sigma Delta Chi, for official recognition by the Conference was presented by Lee A. White, of the Detroit News, Historian of the Fraternity.

Dr. Talcott Williams, of Columbia, was authorized to compile statistics in regard to the teachings of journalism for the coming year.

Plans were also considered for securing as special lecturers in journalism newspaper and magazine editors and writers in active service.

A Printing Laboratory Necessary

That a well-equipped printing laboratory is an important adjunct of a university course in journalism not only as a means of teaching newspaper administration and advertising, together with the essentials of printing, but also as an aid to the teaching of newspaper reporting, editing, editorial writing, and the ethics of journalism, was pointed out by Professor Merle Thorpe, director of the department of journalism at the University of Kansas, in a paper on "The Relation of a Printing Laboratory to a University Course in Journalism."

Professor Thorpe based his conclusions as to the value of a printing plant on his experience in teaching journalism for seven years, during the first two of which he had no laboratory, and for the last five of which he has given instruction with the aid of a printing plant.

Efficient Business Administration to be Taught

"The student of journalism must be taught the principles of efficient business administration of the newspaper," declared Professor Thorpe. "He must be given experience in conducting a publishing business scientifically, and that means successfully. The student must put himself in the place of the owner of the paper and must realize what each operation in business involves; he must know the time in minutes, the cost in cents. Through a printing plant as a laboratory the student gets at first hand a knowledge of the physical aspects of his profession."

Advertising Construction and Power

"The backbone of the modern newspaper is its advertising. The successful advertising man must have a thorough knowledge of typography; he must understand the relation of the various type faces, borders, paper, ink, and engraving. The typography of newspaper advertising has a social value. A printing laboratory makes possible effective instruction of students of journalism in these essentials of advertising."

"I doubt if a department of journalism should attempt to teach the trade of printing, but it should equip the student of journalism with a knowledge of the various operations involved in newspaper publishing."

Professor James Melvin Lee, Director of the Department of Journalism at New York University, discussed instruction in advertising in connection with university courses in journalism. He said, in part:

"The millions contributed to higher education by such men as Rockefeller and Carnegie are nothing as compared with the donations made by American advertisers for the education of the common people through the medium of the press. Yet here and there I find those who question the advisability of teaching advertising in schools of journalism."

Business Advertising Knowledge Essential

"If I were to go back into newspaper editing, I would not hire a young man who did not know something of the business and advertising end of the work, because then he could hope for him to help to meet the real temptations of a free press with intelligence and judgment."

"It is a splendid thing to turn out young men of high editorial ideals from our schools of journalism, ... we need them, as we need young men of high ethical standards in every walk of life, but I sometimes wonder what these fine young men are going to do; how they are going to put their high ideals into practice when nine out of ten of them to get a job must sit down in an editorial office and write according to a business-man's and an advertising-man's policy."

Courses on Advertising and Salesmanship

Professor Lee advocated the giving of university courses in the art of soliciting, advertising copy, marketing, and salesmanship, as to the essentials of advertising, and the ethics of advertising. His address was discussed by Professor R. S. Butler, lecturer on newspaper advertising in the Course in Journalism, at the University of Wisconsin, and by Frank M. Bruce, instructor in specialized journalism at Marquette.

At a smoker given by the Department of Journalism of the University of Wisconsin, to the visiting members of the Conference of Teachers of Journalism and members of the University of Wisconsin faculty, Dr. Talcott Williams, Director of the School of Journalism at Columbia, said in his address on "The Place of Professional Education for the Journalism in the University":

Journalist Education Like that of Other Callings

"The place of professional education for a journalist in the university is exactly similar at each point to

the place of professional education for every other calling. The Frenchman who discovered that he had been talking prose all his life had the same misapprehension between the general and the particular which trips the footsteps and deluges the utterances of those who, because they have always thought and written about affairs, imagine that the task of the journalist requires only a general education.

"This assertion has gone through three stages. The first was the common assumption, still heard, though with lessening frequency, that all a journalist needed was a good college education. If he had this he had all that ordered studies could give him. The second stage of this parapsis in the important field of education is to assert that it is possible to select out of a college course the studies which, pieced together, teach the subjects which are comprised within the field of journalism—to make a course in journalism by selective absorption. The third stage, which my subject suggests, is the practical acceptance of the fact that the preparation for this calling is as distinct and separate as for any other calling.

"And yet in every calling the university has yet to recognize fully that the office of the college and the office of professional training are wholly different, and that the two can no more be reconciled than the difference between play and work.

"In the case of journalism, each subject has to be studied from radically different standpoint, and that is called for in a course which is intended to give the general background of cultivation and information, from which a man enters on professional study.

"General Culture, I might add, if I wished to be caustic, commands larger bodies of ignorance than any other leader in the field of half-baked education.

Teach Students to Think Stronger

Dean E. A. Birge of the College of Letters and Science, University of Wisconsin, in discussing Dr. Williams' address, pointed out the difference between training for journalism as a trade and as a profession. The schools of law and medicine, he showed, had begun their work practically on the trade idea, but later had emphasized the professional aspect. The same thing, he believed, would be true of the evolution of the schools of journalism. He urged the importance of broad, liberal training that would teach students to think straight, as the fundamental basis of instruction in journalism, and he showed how present methods of instruction in preparation for law and medicine demanded this type of work.

Journalist's Responsibility—Origin of the School Idea

Professor J. W. Cunliffe, Associate Director of the School of Journalism at Columbia University, read an interesting paper on the journalist's responsibility, in which he showed the responsibility which the newspaper man has to his paper, to the community, and to himself. The paper was discussed by Rev. J. E. Copus, Marquette University, and by Professor F. N. Scott, University of Michigan, and B. B. Herbert, Editor of the National Printer-Journalist.

Mr. Herbert, speaking first of the discussions as to different essentials in newspaper work, referred to his advocacy of "Schools of Journalism and Typography" in St. Paul, Minn., in 1884, and traced the origin of the idea in thoughts of the great responsibility of the press to the public. The paper is published in full elsewhere in this issue, as showing the first advocacy, and the history and position of the movement and the work of the National Editorial Association for Schools of Journalism in this country.

Appreciation of News Values

Professor F. W. Beckman, of Iowa State College of Agricuture, in discussing methods of training students in agricultural journalism, emphasized the importance of developing the news sense and the appreciation of news values, as well as the ability to write a good news story, as prime requisites in courses in agricultural journalism.

"If any one need stands out above others among agricultural, engineering, and other class and trade publications, it is the need of news quality and news style in what they print," said Professor Beckman. "Journalism is essentially the presentation of news, in whatever field, popular or exclusive, whether the publication be a weekly 'Bugle' or a 'Quarterly Journal of Oology.'

"As for news style, which is becoming more and more essential in the equipment of a successful writer, it is the clearest, most concise, most interesting style in which things can be written. With all its faults, I still believe in the news style as the most efficient style of this modern day for presenting information through the written word. It has been hammered out in the heat and stress of newspaper work to fit the demand of the million for something to compel their attention, interest them, and give them information in the clearest and quickest way possible.

"The demand of editors and publishers everywhere is for matter written in the same clear, concise, interesting way, that has made the American newspaper the most readable publication printed either today or at any time."

Kind of Men Needed

Charles Dillon, formerly Director of Industrial Journalism at the Kansas Agricultural College, and now Managing Editor of the Capper Farm Papers, Topeka, described the kind of men that are needed in agricultural journalism, and pointed out the importance of training systematically young men and women for places on these papers. He emphasized particularly the importance of training these students in methods of accurate news gathering and concise, interesting presentation of the essential facts in writing the news for agricultural papers.

The College Paper—Its Value for Expression, Mental Growth and Breadth of Appreciation

The College Paper as a Means of giving of Journalism Practical Experience was the subject of a paper by Professor H. F. Harrington of Ohio State University, which in the absence of the author was read to the Conference. Professor Harrington said, in part:

"The service of the college paper in providing a vehicle of expression with a particular group of readers in mind, and an opportunity for mental growth and breadth of appreciation, is unquestioned. It has vitalized and enriched the whole business of undergraduate composition. A college is a world in itself, the reporter is face to face with conditions that taxes his ingenuity and his patience. He must bear the same relation to the bigger world of men and matters that he bears to the student and the professor. The scientist who discovers a new star is frequently more difficult to interview than the governor, major, or explorer. College journalism has the advantage over metropolitan journalism as a means of instruction, because it saves

time, because a safer and a saner method, because it does not give a warped estimate of the world, because it accepts the opportunity to correct mistakes and to eliminate the incompetent man before he comes to the metropolitan office.

"In relation to the college paper, the instructor in journalism should be the god of the machine. He should only suggest, not dictate. He should aim to germinate ideas, arouse curiosity, whet dull intellects into sharp wits. He should strive to develop student initiative and originality, to stand to one side and allow campus sentiment to have an unobstructed gate of expression. Faculty censorship defeats its own ends."

Liberal Art Course—Preparing for Actualities and Activities.

Professor Eric W. Allen of the University of Oregon, outlined some of the classroom methods which he had employed to advantage in his classes in Journalism, and explained the aim of the course.

"We have conceived of journalism at the University of Oregon as being in no sense a specialty. The very sense of our course in journalism is that it is a liberal arts course. Our aim is to orient the young man, to give him a deep regard for those truths that are eternal, and such detachment from those doctrines which, unheard of yesterday, become the creed today, and tomorrow will be prejudices that no sudden turn of affairs in the rapidly changing world of the next forty years will leave him an intellectual orphan. We are sending out our students to a special work in the world, but the special preparation they require is not a technical smattering of a thing that the boy can pick up about the office in a year or two. It makes comparatively little difference whether the school of journalism shall put the cub through the breaking-in process, or leave that to the city editor. Our field is in preparing him for the activities in which he will engage after he ceases to be a cub. It is more essential to insure the right kind of foundation than to save time on the superstructure. We teach some newspaper technique, and some printshop lore, but it is subordinate."

Practical Experience on Newspapers

T. R. Williams, Managing Editor of the Pittsburg Press, and Director of Journalism at the University of Pittsburgh, explained the methods by which students of journalism could be given practical experience during their college course, on metropolitan daily newspapers. City editors in both large and small cities are usually willing to use students of journalism for assignments on their regular staff if inadequate in numbers on particular occasions. Mr. Williams advocated the co-operation between newspaper men in active service and teachers of journalism in this and other matters, and showed the advantages of such co-operation.

Journalism Instruction Related to Courses in English

The relation of instruction in journalism to courses in English was discussed by Professor N. W. Barnes of DePauw University. Professor Barnes' paper was discussed by Professor F. N. Scott, of the University of Michigan, Professor H. M. Blain, of Louisiana State University, and Professor G. C. Clancy, of Beloit College.

Those who attended the meeting were: Prof. F. N. Scott, University of Michigan; Prof. Merle Thorpe, University of Kansas; Prof. James Melvin Lee, New York University; Prof. Eric W. Allen, University of Oregon; Prof. N. W. Barnes, De Pauw University; Dr. Talcott Williams, Columbia University; Prof. F. L. Martin, University of Missouri; Prof. J. W. Cunliffe, Columbia University; Prof. B. F. Powell, University of Missouri; Prof. J. W. Piercy, University of Indiana; Prof. J. M. Cooney, Notre Dame University; Rev. J. E. Copus, Marquette University; Prof. F. W. Backman, Iowa State College; B. E. Powell, University of Illinois; Prof. H. M. Blain, Louisiana State University; Walter Buchen, University of Illinois; Prof. G. C. Clancy, Beloit College; Prof. T. R. Williams, University of Pittsburgh; Prof. Frank M. Bruce, Marquette University; Dr. Willard G. Bleyer, Grant M. Hyde, Prof. B. S. Butler, Prof. A. W. Hopkins, University of Wisconsin; Prof. J. M. Thomas, University of Minnesota; B. B. Herbert, Editor National Printer-Journalist; Lee A. White, Detroit News; Charles Dillon, managing editor Capper farm papers.

The retiring officers are: President, Dr. Willard G. Bleyer, University of Wisconsin; Vice-president, Prof. James Melvin Lee, New York University; Secretary, Prof. H. F. Harrington, Ohio State University; Executive Committee, Dr. Talcott Williams, Columbia University; Prof. F. W. Scott, University of Illinois.

* * *

BEN FRANKLIN CLUB OF CHICAGO

Dec. 20, 1913.

The regular Monthly Dinner and Meeting of the Ben Franklin Club of Chicago was held Thursday, December 18, 1913, in the Grand Pacific Hotel.

The important business before the meeting was the election of officers, which resulted as follows:

R. F. Walsh, President.

T. F. Walton, Vice-President.

J. C. Kirchner, Treasurer.

Board of Directors: W. J. Hartman, J. W. Hastie, E. W. Kirchner, Daniel Boyle, A. W. Fleming, J. I. Oswald, J. J. Miller, H. L. Ruggles, E. F. Harman.

Mr. J W Hastie read a very able paper on Co-operation, which was given the closest attention by all present. What the meeting lacked in number was made up in enthusiasm. Several prominent members of the industry delighted those present with reminiscences. Among those contributing were: Messrs. D. H. Dryburgh, Will C. Smith, A. W. Fleming, Cliff Hunn, W. C. Hollister, H. R. Grant, G. S. Thompson, Fred E. Wolff, J. W. Hastie, Daniel Boyle, G. H. Benedict, J. C. Kirchner, M. H. Kendig, W. J. Hartman, E. W. Kirchner, and the President-elect, R. F. Welsh.

Mr. Welsh in acknowledging the honor placed on him, very pertinently called the attention of the members to the fact that those present were responsible for placing him in the chair and he felt that by so doing, they expected to give him their support and he assured them that he would not hesitate to call on them for the general support of himself and the organization for the ensuing year.

There was so much enthusiasm displayed that it reminded one of old times in the Ben Franklin movement.

The secretary has made arrangements for several district meetings throughout the city during the winter months. Apparently everybody is alive to the situation and indications are that the prospects of the Ben Franklin Club in Chicago are exceedingly bright.

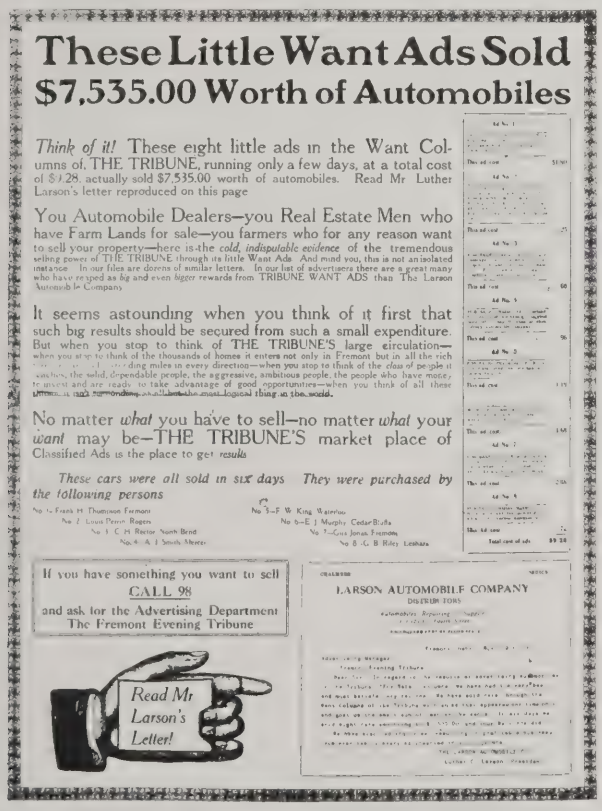
Advertising Want Ad Department

HAMMOND Printing Shop of Fremont is a large, successful, modern printing office in a small-sized city. The officers of the company are Ross L. Hammond, President; Frank Hammond, Vice-President; Roy W. Hammond, Secretary and Manager, and Walt B. Reynolds, Treasurer.

Besides carrying on the business of printing, lithographing, blank book manufacturing, steel die embossing, copper-plate work, etc., the company publishes the Daily and Tri-Weekly Tribune. We have had occasion in years past to refer to this office and recently having received a sample page of advertising, that important branch of a newspaper, classified advertising. We wrote Mr. Harvey C. Kendall, advertising manager, to give his views with regard to the same for the readers of the National Printer-Journalist. The page is reproduced herewith, and he writes as follows:

I think the ad is a fairly good one and has some strong points and I am therefore sending it to you for your criticism.

You will notice in this advertisement that we published the total amount for all automobiles sold, that we reproduced each ad that sold the car, telling how much each ad cost, and then published the total



These Little Want Ads Sold $7,535.00 Worth of Automobiles

Think of it! These eight little ads in the Want Columns of THE TRIBUNE, running only a few days, at a total cost of $1.28, actually sold $7,535.00 worth of automobiles. Read Mr Luther Larson's letter reproduced on this page

You Automobile Dealers—you Real Estate Men who have Farm Lands for sale—you farmers who for any reason want to sell your property—here is the *cold, indisputable evidence* of the tremendous selling power of THE TRIBUNE through its little Want Ads. And mind you, this is not an isolated instance. In our files are dozens of similar letters. In our list of advertisers there are a great many who have reaped as big and even *bigger* rewards from TRIBUNE WANT ADS than The Larson Automobile Company

It seems astounding when you think of it first that such big results should be secured from such a small expenditure. But when you stop to think of THE TRIBUNE'S large circulation—when you stop to think of the thousands of homes it enters not only in Fremont but in all the rich [illegible] surrounding miles in every direction—when you stop to think of the *class* of people it reaches, the solid, dependable people, the aggressive, ambitious people, the people who have money to invest and are ready to take advantage of good opportunities—when you think of all these things, it needs no reasoning to tell that the most logical thing to do.

No matter *what* you have to sell—no matter *what* your *want* may be—THE TRIBUNE'S market place of Classified Ads is the place to get *results*

These cars were all sold in six days They were purchased by the following persons

No 1—Frank H Thomson Fremont
No 2 Louis Penn Rogers
No 3 C H Reese North Bend
No 4—A J Smith Morse
No 5—F W King Waterloo
No 6—E J Murphy Cedar Bluffs
No 7—Gus Jonas Fremont
No 8—G B Riley Leshara

If you have something you want to sell
CALL 98
and ask for the Advertising Department
The Fremont Evening Tribune

LARSON AUTOMOBILE COMPANY
DISTRIBUTORS

Read Mr Larson's Letter!

amount of all the advertising that sold the eight cars, and last but not least, we published the names of each purchaser, together with a letter from the concern who did the advertising. We did this because we wanted the people to know what we said in this advertisement was true. It is an easy matter to make people read an advertisement in the paper today, but it is another proposition to make them believe all they read because people have become in the habit of exaggerating, to some extent, in advertising. This ad proved to be one which caused considerable comment. Several people did not think it possible that so many deals could be made at such little cost through our classified section, and, of course, were ready to investigate, which we were glad to have them do.

The classified section of any newspaper is one of the most interesting, if not the most interesting, of all the work in connection with a daily paper. One reason for this is, I think, because you come in contact with so many people and the results are always easily traceable to the want ad section, which is not so true of the regular run of advertising. If a man places an advertisement in the want ad section offering a

Mr. Harvey C. Kendall, Fremont, Nebr.

certain article or articles for sale he can tell whether or not the advertisement paid. My experience has been that want ads seldom disappoint. There are always plenty of people to buy, providing they can get what they want at a reasonable figure, and the best bargains are usually found in a want ad section.

There are many ways to build up a want ad section, but one of the best, I think, is to tell each day in the form of a story what experience someone has had the day before, always giving the name of the advertiser, and if possible the name of the person to whom the article or articles were sold, rented, etc. By using the person's name who advertised you give weight to your story, and, when you keep continually at it, people soon learn the true value of a little ad in the classified section.

We use considerable space for display ads to build up this section also. In writing the copy for these display ads we try to make it as brief as possible and use plain, every-day language. We find a greater per cent of the people will read these ads provided they are written in plain, every-day language. If one tries

to use too long words it is apt to become tiresome to the reader and he will read two or three lines and then pass the ad up for something easier for the eye to master. Only ten per cent of the people of the country are wealthy, and it is well to remember this fact when writing the copy for your want ad section; you are going to talk to other ninety per cent of poor people and they are the people who do the most buying in the country today.

People use the want ad section because it pays and it is the quickest way to sell goods. These are two of the very best reasons I can give why people use this section more than any other. No part of a newspaper is read more regularly than the want ad section—or at least this has been my experience. A day never passes but what someone transacts business through these columns, and the cost is but little.

When our want ad section seems to grow smaller we put on a special bargain day sale. We advertise this a week in advance of the date of the sale and give two insertions free with every want ad ordered to run three times. We find this has been very helpful in building up these columns. If you would keep all the people interested in the classified section, do something each day that will attract their attention; either try to write stories telling of the experiences of others, or use display ads—either on that you think will do the most good.

I have found it a good plan when preparing copy for display advertising to use cuts wherever possible. I recently secured several small furniture cuts, which I am using each day in the display advertising, and I find it is making a hit with everybody. I know this because we have had more furniture offered for sale since I started using these cuts than we ever had before.

It is a great study—this classified section—and if one would have it up to date and full of live ads each day it will require a great deal of time and study—keep everlastingly at it.

The commendation, suggestions and criticisms in response to the request, that we made of the advertisement shown, is continued in the following letter:

Mr. Harvey C. Kendall,
Adv. Mgr. Fremont Tribune,
Fremont, Nebr.

Dear Mr. Kendall:

I have just received a copy of the Fremont Tribune and examined the advertisement on page 4.

You have handled this advertisement in a most excellent manner and I do not see how I could well suggest any improvement. The composition is entirely in harmony with the subject and matter treated. The reproduction of the advertisements with the cost of each is certainly an object lesson that must most favorably impress the lesson that you wish to convey.

I would suggest that it might have been well to have set the beginning of the paragraphs, or the words, "Think of It," "You Automobile Dealers," "It Seems Astounding," and "No matter What You Have to Sell" in blackface type in harmony with the heading of the advertisement.

I would further suggest that it might have been better to have thrown the want ads to the left-hand side of the sheet and used the words, "These Little Want Ads" as a sort of display heading above the ads and then run your "Sold," etc., and all of the other matter to the right side instead of to the left.

Of course this is merely a thought, in order to bring the want ads first to the attention instead of having them off to the right side. However, you have an effective, good advertisement as it is and, certainly, one of the most convincing that could be used with regard to the value of want advertising.

I think that I will have the page reproduced for use in the January National Printer-Journalist.

Yours very truly, B. B. HERBERT.

We fully agree with Mr. Kendall in his opinions. He has had broad experience and is the kind of a man that appeals to an enterprising establishment like that of the Hammond Printing Co. He has been in the newspaper business for fifteen years and learned the business in North Dakota, where he spent six years, and later moved back to Wisconsin and assumed the management of one of the leading papers in that state. He moved to Fremont twelve months ago and accepted a position with the Herald Company as manager, but resigned this position to accept the one he now holds as advertising manager of the Fremont Tribune. His work has been frequently commended in the trade journals.

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IN HONOR OF JOSIAH STEARNS CUSHING, DECEASED.

New York, December 10th, 1913.

The National Printer-Journalist,
4618 Ravenswood Avenue.,
Chicago, Ill.

Gentlemen:—

At a meeting of the Typothetae of the City of New York held Tuesday, December 9th, 1913, the following resolutions was unanimously adopted:—

WHEREAS, there occurred on November 18th, 1913, the death of Honorable Josiah Stearns Cushing, for many years an employing printer of Boston and Norwood, Mass., and a conspicuous and influential figure in the business, social and political life of his community; be it

RESOLVED, that the members of the Typothetae ness has lost one who was representative of its highest ideals, the Typothetae a member who rendered it faithful and able service during a long term of years, and those who had the privilege of knowing him a friend whose sympathy, wise counsel, and a readiness always to extend a helping hand, endeared him to all. Be it further

RESOLVED, that the members of the Typothetae of the City of New York express their sincere sympathy and condolence to his family and business associates on this occasion of their great bereavement; and be it further

RESOLVED, that these resolutions be forwarded to the family, that a copy be spread upon the records of this association, and that copies be furnished to the press.

Very truly yours,
CHARLES PAULUS,
Recording Secretary.

⁂ ⁂ ⁂

Keep your customers in good humor with themselves — and with you.

Making Printers of Young Indians

By J. L. Frazier

"Learn to do by doing" seems to be the up-to-date watchword of schools in the various lines of endeavor, both in the trades and the professions. There was a time when the normal schools gave the teachers only theoretical instruction, leaving to the pedagogues themselves the all-important task of finding out the best means of imparting that knowledge to others. Now, model schools are a part of every normal, and embryo teachers, under the watchful eye of their instructors, conduct classes just as they will when they have secured their first situations.

This practical method of instruction is in vogue at Haskell Institute, Lawrence, Kan., where about forty Indian boys, representing many tribes from the Sioux, of the Dakotas, to the Pimas, of Arizona, are being taught the printers' trade by doing practical work. In fact, they learn the trade by what might properly be termed a systematic apprenticeship system.

Anderson Cash (Sioux) Compositor

Instructor J. M. Weaver (man in coat)

Peter Porter (Pima) Pressman

The school is a success. Not that every Indian boy who leaves the school makes a success of life at printing, carpentry, or in business, all of which and more are taught at Haskell — for only a small per cent of them do so. The fault is not with the school, however, nor is it with the Indian. The trouble lies in the fact that the government feels a sense of obligation to the Indian for having driven him from his lands and home, to make room for our own expanding race. The result is that the Indian is well provided for, and in many instances does not feel the need of work and self-help. There was an Indian girl at Haskell last year whose income from her oil lands in Oklahoma amounted to $75 a day, and all she had to do was to draw the money. Of course, all the Indians do not have such valuable land, but as a rule they have an income sufficient for their needs, and more.

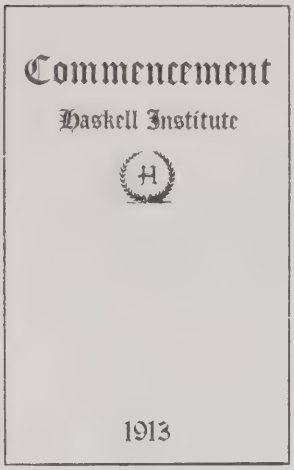
Henry Roe Cloud, a brilliant Indian, writing in the Southern Workman, says: "For many years we have received everything free — free school, free transportation, free board and lodging, free clothing. The result has been just what any people so treated would show — race inertia. The wonder is, not that only comparatively few Indians make good with their education after all the labor spent, but that any make good at all. Other races have the spur of necessity that drives them on. In the actual struggle for a livelihood they discover and learn things of which we never dream."

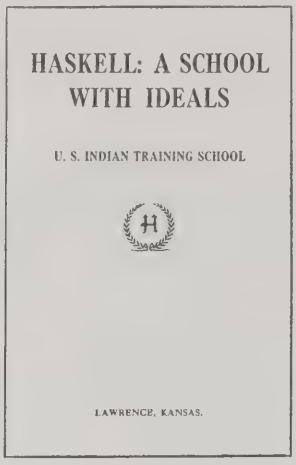
However, many of the young men who leave the School of Printing at Haskell are so proficient that they have no difficulty in holding down situations. Peter Navarre, the first graduate of the Haskell School of Printing, is editor and proprietor of the Rossville (Kan.) Reporter, one of the state's wide-awake weeklies. He has made a remarkable success in the business. Richard Hopper, the first instructor in printing at Haskell, is a Cherokee Indian, and at present in business in Oklahoma. A Pueblo is employed in one of the large Kansas City plants, and a Pima is pressman in the splendid plant of the University of Kansas. Many are employed in Oklahoma and the Dakotas, and some even operate plants of their own. These facts place the stamp of approval upon the school and show that there are Indians who have ambition and a desire to take their places in the various lines of endeavor, that characterize the life of the nation.

All the work done by the students is for practical

purposes. Much of it is used in the administration of the school as a whole, where about seven hundred Indian boys and girls are enrolled in the various departments. Some work is done for the Indian office at Washington, and a large amount is used in the administration of the various reservations of the nation and in other Indian schools where there are no printing plants. Besides this commercial work the plant turns out a weekly paper, The Indian Leader, which is issued in magazine form once a month. The school catalog is printed by the students and every line is hand set.

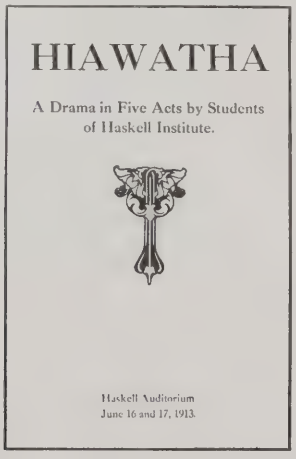
Attention to details is a characteristic of the instruction the Indian boys receive here. J. M. Weaver, the





instructor, is detailed from the government printing plant at Washington, where exactness is a prime essential and never overlooked. Proper spacing is one of the first things taught these boys, and it is rigidly enforced throughout the course. Simplicity of design is the invariable rule, too, and one never sees a job too decorative coming from the plant. This in spite of the fact that the Indian is by nature a great lover of bright colors and gay decoration.

The instructor may occasionally give his proteges a little lecture, or talk, upon some phase of the business that is not encountered in the work they are called upon to do, but these talks are by no means a regular part of



the program. They learn by experience, or, in other words, "to do by doing."

The plant in which these boys work is strictly modern, and there is not only a wealth of type but also a plentiful supply of rule, leads, slugs, metal furniture and other accessories. The five presses are operated by individual motors.

Both Superintendent Wise and Superintendent of Industries, J. L. Smoot, recognize the importance of the printing industry and have supported Instructor Weaver in his requests for increased equipment from time to time, so that the students have everything necessary to work with.

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NATIONAL-PRINTER JOURNALIST FOR 1914

The National Printer-Journalist for 1914 will be the biggest and best of all the years in its long successful career.

It will as usual contain the most timely articles on topics of the day of interest to the whole Newspaper and Printing Fraternity. Five special departments will remain under competent editors. At any time either of these will prove worth the price of this publication. "Ideas for Progressive Typographers and Compositors Round Table," under J. L. Frasier of Lawrence, Kansas, will have the very newest ideas and suggestions, all selected from a large volume of matter that he has been gradually gathering.

"More Work Through Publicity," by Harry Albro' Woodworth of Boston, will continue to show our readers how publicity will bring them more business.

"Review of Job Printing," by E. S. Hanson, Chicago, will show the latest designs of the printing art and will plead for the very best effort to be put forth along these lines.

"Newspaper Criticisms," by O. Byron Copper, De Soto, Wis., is always a department that will be of interest to the **real live** newspaper man, who desires the best in form and matter, whether he be in a large or small city, for his principles and rules of good newspaper making are alike to all and everywhere.

"Business Management," by Ed. E. Sheasgreen of Chicago, and manager of the Standard Cost Finding Service Company, will enlighten all as to cost finding and efficiency.

Mr. Sheasgreen is actively engaged in cost work in all lines of manufacturing. His ideas will be found up-to-date, practical and intensely useful in standardizing of business and placing it on a systematic, scientific, profitable basis. The Profitable Wage by Mr. Sheasgreen sells for $2 a copy, but is offered with The National Printer-Journalist for $1.50. This is a book on the wage question that deals with ascertaining cost through an intelligent cost system, valuable alike to employers and employes. Subscribe now and get the best thing in the line of printing trade journals and a work that will give you a better understanding of your business for $3.00, or either the book or one year's subscription $2.00.

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KNOWS THE VALUE OF A GOOD TRADE PAPER

"Selected From Several as Being the Best."

Greenville, Maine, Dec. 15, 1913.

National Printer-Journalist:—

Please find check for $2.00 enclosed for which please send your journal to address on subscription blank enclosed, beginning with the current December number. You may put in the set of composing rules as a premium as per your offer.

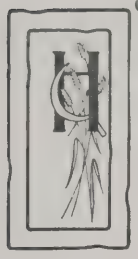
This subscription is a Christmas gift to two of my sons who are just getting a good start in the printing business. Being a mechanic myself, I know the value of a good trade paper and I have selected yours from several as being the best of them.

Yours truly,

E. B. HARNEY.

The Journalists' Responsibility

By B. B. Herbert, National Printer-Journalist, Chicago, Ill., before the Second Convention of Teachers of of Journalism, University of Wisconsin, Madison, Wisconsin,, November 29, 1913.



ONORABLE TEACHERS OF JOURNALISM: Permit me, first, a word as to the pleasure that I experience in being permitted to fraternize with you here today and to be reminded of the advances that have been made in journalistic education, evidenced by your attendance here from the leading universities of the Nation.

Service and Duty

It is well that you have given the "Journalists' Responsibility" a prominent place on your program. You can do no greater nor more useful thing for the students of journalism than to point out the opportunities afforded for service and to inspire them with highest ideals of duty and responsibility. These are at the foundation of all real or permanent success.

Responsibility Begins at Home

Responsibility, like charity, begins at home. The newspaper man owes it to himself to understand his business thoroughly; to know the art that he may present a paper that will attract and please and will cultivate instead of degrade good taste. It is no small responsibility that rests upon a journalist to make his paper bright, clean and wholesome. It is a duty to himself that he knows the cost.

The First Practical Obligations as to Cost, Profit, Efficient Advertising and Mechanical Excellence.

There never before has been inaugurated anything more important to business than that of systems of correct cost finding. To know the cost of white space and the cost of ad composition are essentials, that the journalist may be honest to himself and to his advertisers; that he may receive just returns and win that good-will that comes from respect, for men speak well of one who does well for himself. I have been pleased to hear today, the broad treatment of this side of newspaper responsibility, by Mr. Thorpe of the Journalism School of the Kansas University.

The understanding of the principles of good advertising so that advertisers may receive proper returns for money invested and purchasers may be honestly and helpfully informed as to use and value, involve a grave responsibility, the proper meeting of which means satisfaction, good-will and success.

Newspaper Makers must be in Sympathy with the People

It is the duty of the journalist to be in closest possible sympathy with all the people, to aid in all their worthy undertakings and trials, to feel their sorrow and their joys, to mourn with those who mourn, with intelligent, earnest desires and efforts to relieve or lessen the causes of mourning; to rejoice with those who rejoice, accompanied by well-directed plans for making the causes for rejoicing permanent.

First Advocacy of Schools of Journalism and Typography

School instruction in newspaper-making has been an idea cherished by me for three decades. The realization of that idea, no longer a dream, but an accomplished fact, is a very great joy.

At the convention in St. Paul, July 29, 1884, in my address as President of the Minnesota Editors' and Publishers' Association, I said: "I believe that the profession, which is so far-reaching in its influence, should receive more thought and more careful preparation than is generally bestowed. Men should be carefully educated for this as they are for other professions. There should be schools of typography and journalism." And further on, in the same address, I declared, as I deeply felt: "I would rather be one of the founders of such a school than to be the founder of a fortune."

I advocated institutes of typography and journalism among the then workers in the field and further noted what seems especially appropriate on this occasion: "Whoever undertakes to enter the homes of a whole community every day or every week and to speak to old and young and middle-aged, of all the things that concern this life, has taken upon himself a fearful responsibility and owes a very weighty duty to his country. The feeling of that duty is the highest incentive to noble and successful work.

Inspiration of Sense of Duty

"There is no inspiration equal to that of duty and no men have excelled those who have worked under this grand inspiration, as the lives of the world's Zwingli, Luthers, Wesleys, Cromwells, Washingtons and Lincolns have proved thousand times. Then, feeling all this, let us organize and work for advancement and coming up from these institutes, bringing our experience with us, let us make more broad and deep the work of this Association. It can be done in a hundred ways. Then let us look forward to a National Association."

National Editorial Association Founded and Advocates Schools of Journalism.

The National Editorial Association was duly founded at New Orleans in February, 1885, and instruction in journalism made one of its objects. In my annual address, as President of that organization, at Cincinnati, Ohio, February 23, 1886, I urged: "No profession will make much advancement that has not a professional feeling or pride—an esprit de corps. This can come only through organization and professional training. It is not supposed that schools can manufacture accomplished journalists, no more than schools can turn out accomplished physicians or eminent lawyers.

Newspaper Text Books to Come from Schools of Journalism

"There must be the practical office work; the contact with the world of facts, of men and of affairs, and the practical experience. But a college can instruct as to methods and principles; point out errors, suggest improvements and so raise the standard of professional acquirements, based on previous trainng, as to save the profession from much of its present crudeness, protect it from empyrics and adventurers. The lectures, delivered by men ripe in experience in this calling would soon furnish journalistic text books for a course in professional reading and study."

I am gratified over the fact that my prophecy of thirty years ago has been fulfilled. In the past two or three years worthy, helpful text-books have been written and published by teachers of journalism of the Universities of Missouri, Ohio and Wisconsin.

Some one here asked me today how a professional feeling could be cultivated. I would say, add to other instruction the study of these excellent text books and the reading of the lives of the most worthy newspaper-makers who have justly achieved eminence in the calling.

A Course of Reading for Editors

In 1896 I prepared a course of reading for newspaper workers that was adopted by the convention of the National Editorial Association at Galveston, Texas, in January, 1897. In that course I included the reading of the biographies of Benjamin Franklin, Samuel Bowles, Horace Greeley, George William Curtis, Geo. D. Prentice, Chas. A. Dana and others, as most helpful and affording inspiration to the study of the branches of knowledge especially necessary to journalism.

In my address in 1886, I further urged that: "Among the first works of the National Editorial Association should be that of taking steps for the establishing of a college of journalism, and the encouraging of journalistic training in a few of the existing universities.

"The college, to be stablished under the fostering care of this national association of editors, should not be a school of amateur journalism, but a place where every step should be taken under the eyes of masters in this profession. Nor should this school be confined to journalism alone, but should be made to include typography in all its branches.

Vocational Education

"The crying demand of this country, and of this age, is industrial education, better trained, better educated workmen in every department of human endeavor, and no calling suffers more for the want of competent craftsmen than does the calling represented here today. 'The art preservative of all arts' should stand at the head of all other arts and the printer should be 'thoroughly informed in all the branches of knowledge pertaining to this calling, so as to be able to lay down the composing stick to take up the editor's pencil."

The members pledged themselves by resolution to work for a National College of Journalism and for the securing of instruction in journalism in existing universities and colleges. Twenty-six states were represented and Wisconsin had eleven delegates.

President E. W. Stephens of the N. E. A. Advocates Schools of Journalism.

The cause of journalistic education was kept alive in the conventions from year to year. At the convention in St. Paul, in 1891, President E. W. Stephens—who, afterwards, with now Dean Walter Williams, a later President of the N. E. A.—succeeded so grandly in the accomplishment of establishing the School of Journalism at the University of Missouri, advocated this cause in the following words:—

"A vocation involving such responsibility, endowed with such dignity, is in the highest sense a profession, demanding specific training and qualification, and to this end I believe the time is not distant when there will be schools of Journalism just as there are of medicine, or law, or theology. It is no more just to the journalist that he should be compelled to acquire full preparation for his business in his printing office than it would be to the lawyer that he should obtain all his knowledge in the court-room or to the physician or ministers that they should be dependent for their equipment upon the hospital or the pulpit. While journalism demands a broad culture and great experience, like all other professions, it requires a specific and rational training."

In this way the plan was kept in mind, education as to the same carried forward and the work promoted from year to year. It has been my pleasure, as some of you know, to advocate the cause of journalistic education and to enforce the obligations of newspaper-makers for nearly twenty-six years in the pages of the National Printer-Journalist.

Further Consideration of Responsibility

Having established my interest in your work and indicated my efforts for thirty years for its advancement, I the more freely enter into your discussions and the consideration of the obligations of the profession, the beginners in which it is your high duty and privilege to teach and to inspire. It is a subject well worthy and especially appropriate for discussion here. The more highly you value newspaper-making, its power and obligations, the more highly will you prize your own work and the obligations resting upon you. Your work is worthy, and the real value of its ultimate influence and benefits to the calling of journalism and to all the readers of newspapers is beyond estimate and should inspire to highest effort and noblest enthusiasm.

Great obligations are inherent in journalism from the very nature of the service to be rendered and the relations of that service to individuals and communities served. It is but fair to say that these obligations have come to be broadly recognized and that their recognition and observance are coming to be more general among all newspaper workers. It is coming to be generally understood that faithful observance of these obligations is entirely consistent with and necessary to the highest, most worthy and permanent success. If this were not so, the cause of serious, scientific journalistic education could not have advanced as it has advanced in the past decade.

Yellow Journalism Disappearing

Yellow journalism is largely disappearing and there are no newspapers so yellow as not to indicate that their publishers and editors feel the pressure of responsibility, and if they have not entirely banished irresponsibile sensationalism, they have tried to balance the fault by real, worthy service through the enforcing of the truth and extolling the good and the true in their editorial columns.

Those newspaper-makers who have given, in most lurid manner, the degrading details; that have gone to the slums, the vile resorts and the very sewers of crimes and filth for their news and human interest stories, and have indulged most in muckraking and exaggeration, have claimed that such publication, by the revealing of crimes, the bringing of evil-doers before the court of the public and shaming criminals by laying bare their misdeeds, were helping towards reform, by making of criminality disgusting, securing the punishment of evil-doers and by preventing others, by fear of disclosure, from like offences.

Claims as to Publishing Accounts of Crimes

These claims of those who are counted by many as offenders against morals have shown that all recognize responsibility. At times these claims have been so plausible as to deceive the very elect. Swayed by such ideas, one of the purest and ablest of American editors was led to declare that he was "not too good to publish anything that God permitted to occur." This was, unconsciously, throwing the fault on the Almighty. A newer and better philosophy has come than that of throwing blame on Diety for the violation of His laws. The truer and higher philosophy is affecting and influencing men in a rapidly widening circle.

A Better Understanding and Higher Ideals

There has come, as well, a better understanding of psychology, of the power of suggestion and of error

in influencing the human mind and soul, in corrupting the heart, inflaming the imagination, subordinating the human will, stirring the human passions, unhinging reason and compelling the yielding to impulses. So much the more these principles have come to be understood, so much the greater has become the responsibility to all and especially to those who stand as the purveyors of information to the people.

With the higher ideals prominent, enforced from year to year at conventions, as well as by journals devoted to the calling; by the model newspapers and later, by your schools of journalism, there has been a vast improvement in the character of the press during the decade. I do not believe that there are now even a half score of newspapers in the whole country which may justly be ranked as yellow or sensational.

Students of Journalism have the Work of the Masters Ever at Hand

One great advantage that you have in teaching journalism in your schools is that your students may have the works of the masters in their hands every day for study and comparison, while the artist must seek some great art gallery or visit art centers in Europe to obtain the help and inspiration of the work of the great masters.

In 1902 I wrote a series of articles on ten model newspapers, including therein the Springfield, Mass., Republican; Brooklyn Eagle; the New York Times; the St. Louis Globe-Democrat; the New Orleans Democrat; the Portland Oregonian; the Chicago Tribune and the Record-Herald. There are hundreds of others, but these were chosen to represent the different points of good newspaper-making that we wished to enforce and illustrate. I understand, Mr. President, that you have introduced the Chicago Daily Tribune as a textbook in your School of Journalism here in Madison, and in my view, you have acted wisely.

Truthful Information Demanded.

I hope that you have all read the very comprehensive and practical address recently delivered before the Pulitzer School of Journalism of Columbia University, by Samuel Bowles of the Springfield, Mass., Republican. In it he says: "We turn instinctively to the daily newspaper for guidance and protection, through the intelligence and the warning that it conveys, alike in small matters and in large matters. Is not the journalist then charged with a grave responsibility to furnish us through his publication fair and truthful information, to avoid exaggeration on the one hand, but to exercise energy, persistence and courage in unearthing and presenting the facts, on the other?"

Why Crimes have been Exploited

Human interest in the dramas of the wicked-daring in wrong-doing and human sympathy for those suffering therefrom, have in the past been taken advantage of to secure newspaper sales, but never without seeking justification, however, in a way that showed the universal recognition as existing in the minds of the public, at least, of direct obligation and responsibility. Good men in the journalistic calling have been led away by the idea of letting the people know of the depths of evil.

Opinions of Eminent Men

It is no new doctrine that opportunity increases responsibility. Nineteen hundred years ago the great Teacher declared: "For unto whomsoever most is given, of him shall be much required; and to whom men have committed much, of them they will ask the more."

To the members of no other calling have there been given so many opportunities for service, for influence; to do good; to inform as to the highest interests and highest attainments; to help in the promotion of knowledge, the upbuilding of worthy characters, good homes, wholesome, prosperous communities and good government.

Senator C. K. Davis of Minnesota, who as a youth left his home in this state of Wisconsin to serve as a volunteer in the war for the preservation of the Union, in a speech before the Minnesota Editorial Association at St. Paul, July 29, 1884, indicated, in part, the work and obligations of the journalist when he said, referring first to the battles made by the press in the cause of liberty and the Union: "That throughout that struggle the editor was unbought and unpurchasable. I do not mean to include in this the lepers of the profession, who, like the witches of Macbeth, 'seem not like the inhabitants of earth,' and yet who infest it, and are in your guild, yielding themselves to the embraces of the most detestable of all prostitutions for money and office.

"I mean the men of your profession who, as the mere natural expositions of their mental and moral constitutions, record from day to day, for the public benefit, of their true convictions, without its occurring to them that in doing this they do otherwise than as they can.

"And who in this Nation speaks to such a constituency as the humblest among you? The clergyman speaks to his flock—too often in the language of hampered conventionality; the lawyer makes his plea over the miserable pecuniary altercations of plaintiffs and defendants; the politician bawls and raves in the fall upon the stump; the Congressman writes a speech and has leave to print it as part of the record, and no one ever reads it.

"But the least of you, once in each week, year after year, speaks to hundreds of readers. He sends out the tender poem which makes glad the hearts of lovers; the little tale over which the children rejoice, with eyes greatening with innocent wonder; the recipes which the careful housewife lays carefully away; the story which stirs the boy to the achievement of his best destiny; the political intelligence over which the elector reflects and makes up his mind; some extracts from a grand sermon which may lift the heart far above the things of this world and its pleasures and glories which pass away.

"There is in every civilized land a governmental function in perpetual session, with its members in every village. It is strong with the forces of steam and electricity. It listens at the telephone. It has no common policy, for it cannot conspire, and must tonight print with its thousands of hands that which millions must read tomorrow morning and decide upon before tomorrow night. It cannot be corrupted, for it is an element as universal as sunlight or air. It cannot be diverted from its course, for it is the free thought of universal man. It stands behind all rulers and public officers like the monitor behind the guests at Egyptian feasts to warn that all things are transitory.

"This force is the newspapers. These are the great debaters of our time. It is by them that political issues are formulated, decided, pressed to results or abandoned. There are they who wither the unearned

laurel even while it is fresh upon the brow of fraud, and strike down the meritless conqueror under the very keystone of the arch of triumph; who lift up the slave with all his weight of chains from the agonies of his servitude; who lay bare the falsity of some hoary dogma, or confirm the truth of some soul-saving yet endangered faith; who speak at once with one voice; who lack not audiences, and will be heard; whose sentences pass not away in the air, but are graven as upon a rock, to be re-read, pondered and shown to the neighbor with a 'see this!' and not delivered in rude paraphrase as the hearsay of some one-sided speech.

"One newspaper is frequently wholly in the wrong, but it is certain that others, speaking contemporaneously, will be wholly right. The public is not enforced to wait for the adjournment and altercations of debate. The bane and antidote are administered together."

Many Obligations as to Service Enumerated

Such are the views of the erudite lawyer and able statesman. Such views of opportunity and of obligation have been proclaimed by hundreds of the ablest and most learned divines, jurists, editors and publishers.

The enumeration of these obligations have seldom included the numerous services that newspapers today are finding, everywhere and all the time, of increasing usefulness and human interest:—the promotion of sanitation, education, industrial training, altruistic undertakings, improvements of homes, parks, streets and roads, of agriculture, and industries and of commerce and all else that concerns the helping, protecting and upbuilding of youth, men and women in all that touches human life.

As I have indicated, these opportunities of service carry obligations and lead to worthy success. In these there are unbounded fields of interest, influence and usefulness, sufficient to engage every possible resource of the journalist without the need of those things that may tend to destroy. The obligations of the journalist are not negative, but positive and creative in every field of possible, worthy production, of progress and of improvement.

The Giving to Students Worthy and Inspiring Views Commended.

It has been with real pleasure that I have noticed, in the pamphlet of the Course of Journalism of the University of Kansas, quotations from the very greatest and noblest of men on the opportunites and responsibilities of the journalist. Henry Ward Beecher is quoted as writing "The newspaper is an ever unfolding enclyclopedia. It is parent, school, college, theatre, pulpit, example and counsellor all in one."

The late Whitlaw Reid is quoted:—"The journalists' opportunity is beyond estimate. To him are given the key of every study, the entry to every family, the ear of every citizen when at ease and in his most receptive mood."

You do well when you impress such broad views on the minds of your students in journalism. In these schools the coming newspaper men should receive their Pentecost, their spirit of fearless devotion and noble service, their enthusiasm that will inspire them in their study and their work and that will make them go out into the world the true evangels of all that may tend to bring journalism up to the fullest possibilities or influence and service to the communities, the cities, states and the Nation that they shall serve.

RETIRES, AFTER A THIRD OF A CENTURY OF SUCCESS

Lebanon, Ill., November 21, 1913.

Dear Brother Herbert:—

I have quit the publication game, having earned a rest. I send you a clipping, stating the facts of the transaction. I made my acquaintance with the Journal office, February 7, 1881, and since that date I have issued the paper every Friday without intermission—nearly thirty-three years. The community has responded liberally in my efforts to conduct a clean, substantial local weekly. I regret more than anything else to lose the association of my friends of the N. E. A. I have attended twenty-two meetings out of the twenty-eight of the annual gatherings of the association, and they were the best weeks I know.

Enclosed please find $2.00 on my account with the National Printer-Journalist. Through your valued magazine I know I shall hear of a few of my old associates, at least. Sincerely, WM. L. JONES.

Mr. Jones has been a faithful editor and a highly esteemed member of the National Editorial Association.

He will be greatly missed by his friends, at the annual conventions. He has earned any rest that he may choose to take and we hope that he will find solid enjoyment. We are glad that we are not to lose him from the National Printer-Journalist family. To us he seems like a young man and certainly ought to have many years of life yet before him, and we should not be surprised to see him again back in the calling.

Some thirty years ago we took a similar step but were back in the ranks in less than six months, escaping from a temporary employment that did not permit much opportunity to be in close touch with the people, or for expression and attempts at helpfulness and promotion in the community.

Rev. James G. Dee has succeeded Mr. Jones and become owner and editor of the Lebanon Journal. He has for many years been a member of the Southern Illinois Confrence of the Methodist Episcopal Church. Next to the editor of a home paper, the member of no other calling ought to get news to the people than a faithful, conscientious minister and no other ought to better understand their wants or be more in sympathy with them in all their undertakings and vicissitudes, their joys and sorrows. One cannot summarize, at any great length, at least, in a newspaper, but he can inform, commend, encourage, cheer and help in all good deeds and efforts of improvement in all institutions, industries, employment and conditions.

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S. A. CUNNINGHAM, DECEASED

The editor of the Confederate Veteran, S. A. Cunningham, died at Nashville, Tenn., Dec. 20, after a few days illness. His death was due to a series of hemorrhages starting three days before. Mr. Cunningham was a veteran of the civil war and had devoted himself to writing and publishing articles on civil war history. He was active in the ranks of the confederate veterans and served the cause nobly. He was born in Bedford County, Tenn., July 21, 1843. He entered the service as a private and eventually became Sergeant-Major of the 41st Tennessee Infantry. In 1870 he entered the newspaper field, buying the Shelbyville Commercial. Six years later he bought the Chattanooga Times, but sold the latter after four years experience therewith. He then founded "Our Day" in New York, as an exponent of southern sentiment, but this proved unremunerative and was abandoned.

A Model House Book

Always on the Job with Zeal, Helpful Plans, Suggestions and High, Inspiring Ideals

APPY is the man who loves his work. Happy is the head of an establishment or employer who can secure the co-operation of all engaged with him in his work and make the business a matter of equal pride and concern, an inspiration and a benefit to all the workers, as well as of high service to customers or patrons and to the community, city or state.

There are such men, and a neat little "House Book" of twenty-four pages, pocket size, that has reached our desk — the matter in which was jotted down during a vacation — reveals how one such man is always on the job and gets gratification, co-operation and profit while bestowing benefits and securing good will.

We are not going, just now, to give the name of this successful publisher, who is well known to the readers of the National Printer-Journalist, but first to print the following excerpts from the book for their intrinsic value to all:

"It is my fondest ambition that this publishing house shall be known throughout the country as a clean, high-class, hard-fighting organization — one that stands for and always maintains honest business principles and high ideals.

"I want every employe to feel that by his own personality he contributes an important part of this organization spirit, and that he must share in the responsibility of carrying out these principles.

"No matter in what capacity he serves, every man is entitled to know the real purpose and character of the institution for which he is working. The success of this business, as well as your personal success, depends to a great extent upon how thoroughly you know and how effectively you apply certain fundamental business principles."

* * *

"A man is known by the company he keeps. A business institution is known by the kind of people it keeps."

* * *

"In reality we are working partners engaged in the highest of all callings. We are setting out to accomplish greater tasks than have ever before been attempted. I shall do all in my power to help everyone entering my employ to find true inspiration here for his best work; to make the environment and spirit of the institution helpful and uplifting, and to direct the talents, the initiative, the man-power of each one into channels where it will most efficiently serve both the organization at large and the individual in particular.

"I shall try my best to meet to the fullest extent my obligation as an employer. Next to my own family, my first duty is to the people who are loyally working with me, and I shall meet this great responsibility fairly and honestly, and to the best of my ability. It is my desire to surround these workers with those conditions, mental, moral and physical, which will expedite business and make their daily labors most agreeable."

"I would rather have, at the close of my business career, the kindly feeling of those employed by me and the confidence of the great public we are serving than all the wealth and honor that can come to any man."

In what has been quoted are found the foundation principles that actuate this successful publisher. The following extracts relate to the business and to those engaged therein:

"The Golden Rule stands pre-eminent as the world's greatest business maxim. The business house which attains a measure of success must build on this fundamental moral law. That a reputation for honesty and square dealing is more to be desired than great riches, is not a mere platitude. It is sound business sense. A business concern must be just as careful of its honor and integrity as the individual is jealous of good reputation. We should practice honesty, not because it is advantageous or because it pays, but as an inflexible standard of right, and never, merely, as a matter of policy.

"If we build this business on a firm foundation, if it is to become a fixed power in the business world, we must stand before the people as representatives of broad, honest and sincere policies that have been years in building, and these high business principles must become the creed of every individual connected with our publications. The principle of advancement, or moral progress, is the same for both employe and employer. Business grows because of progressive, enterprising, up-to-date methods."

* * *

"Our newspapers are here not alone to disseminate news and information; they are in honor bound to champion the cause of right, to implant ideals of humanity and justice, and to strive earnestly and steadfastly to promote the moral development of our civilization."

* * *

"The vital force in business life is the honest desire to serve. At the very bottom of the wish to render service must be honesty of purpose."

* * *

"All accomplishment is the result of co-operation. Co-operation — team-work — is desired in every part of this business. This does not mean mere toleration to prevent friction, but a sincere, heartfelt interest in the business as a whole, expressed in thoughtful suggestions, courteous fellowship, concerted action, and an eagerness to give all departments the benefit of the best methods attained by any of them."

* * *

"Talk as we may about sentiment having nothing to do with business, the fact remains that it has everything to do with business."

* * *

"Always remember that we do not want to keep a dollar of anyone's money unless he feels satisfied he has received a full dollar's worth. We should fulfill every promise, in spirit as well as in letter. We lose nothing by giving the people more than promised, if possible."

* * *

"It pays to tell the truth always and to all men; to be fair, just, honorable and courteous."

* * *

"Suggestions will be welcomed, especially along the following lines:

"Reduction of expenses without impairment of efficiency.

"Ideas for creating or increasing business.

"Labor-saving devices or methods.

"The improvement of the papers, editorially or mechanically.

"Better departmentization in the business.

"Better co-operation of the various departments.

"And in general suggestions regarding methods by which work may be put through the office more easily, more economically and with greater dispatch."

* * *

"The older I become the more I cherish enthusiasm. Do what you can to encourage enthusiasm, because it is one of the greatest business assets in the world. It spreads like contagion and means spontaneous, bed-rock results. No great success was ever won without enthusiasm."

* * *

"Don't think your way is the only way. If two or three or a dozen plans of action are suggested, only one can be adopted—and even if that plan is not so good as yours, it still will produce results if everybody puts their best effort into it. A poor plan with enthusiasm and hearty co-operation behind it, will win more victories than the best plan indifferently executed."

* * *

"Don't enter upon your work unprepared or half ready. This applies particularly to beginners. Be sure you get information from the head of your department about any point you do not understand."

Many of these principles are not unfamiliar to National Printer-Journalist readers and will be welcomed more warmly as old friends. They are worthy of being welcomed every day and to be cherished ever. On them rest the very foundations of highest attainments, greatest honor, truest satisfaction and the permanent success of life.

The half has not been given and we wish that this little "House Book" could be in the hands of every publisher, editor, reporter, newspaper worker and printer in the nation. Who else could or would originate such a "House Book" other than Arthur Capper, head of the Topeka Capital and other publications, with six hundred people employed in his one newspaper building?

We have no authority to make the statement, but will venture the suggestion, on our own responsibility, that if any of the readers want a copy of the "House Book," that a letter to Mr. Capper with a two cent stamp for return postage will bring a copy of the same, at least until the issue is exhausted. We make this suggestion wholly on account of what we know of the kindly, helpful spirit of the man and without any hint or authority from him.

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AN AUTHOR'S COPY OF THE REVISED PROOF

It has been our pleasure to listen to the rendition and acting of the instructive play, "The Revised Proof" in Cincinnati, Chicago, Milwaukee, St. Paul, and Denver, always by a different company and ever with pleasure and profit. It was again presented at the Cost Congress on December 28-29th in Boston, Mass., by the original company. It has been on the boards in nearly all of the large cities, always in the interest of the printing craft. The author, H. S. Griffin, of Chas. Eneu Johnson & Co., Philadelphia, has generously granted permission to use or present the play to all recognized printing trade organizations for the purpose of advancing the cause in which it is written,—that of teaching the necessity of a scientific system.

We have been greatly pleased by the receipt of an author's copy of the play, with the following dedication or inscription, "To the Dean of Journalism, Father B. B. Herbert. Compliments of H. S. Griffin."

We are getting too much accustomed to these kindly designations to blush, but we feel honored and grateful for such recognition from so high and honored a source. It is hardly necessary to say that we have been convinced that it would be a good thing if it could be in the hands of every employing printer. The play, printed in pamphlet form, of thirty-five pages, will repay reading.

There is a force to the truths as presented on the stage and pleasure as well, but a reading seems to bring a more direct and abiding appeal. Those who have heard the play will be the more benefited by its careful perusal.

The presentation of the play has done much good, for it illustrates and enforces truths by natural occurrences that appeal to everyone who has had experience in the front office of a print-shop.

The "excuse" for or object of the play is stated by a quotation from a writer in a trade paper, printed as a foreword in the pamphlet: "The play is a lecture that has been presented time and again by capable speakers at cost gatherings and congresses. . . . . Yet the lecture, which might well be termed, "Know Your Costs" was never so effectively delivered."

It is, however, much more than a lecture. It is life itself in the printing office with all its problems and difficulties so revealed as to be entertaining and instructive to all, even the laymen or general public. The characters are real and accurately reproduced. The retired, successful merchant and his daughter, fiancee of the printer, are strong characters, equally well drawn as are the idealistic art printer and his bookkeeper or even the "printer's devil" an amusing individual who helps to give humor and fun in the gloomy periods of the print-shop.

The introduction of the Shade, or Spirit of Benjamin Franklin, with his words of wisdom to the discouraged, idealistic printer, is a striking and appropriate feature. The Spirit of the old printer speaks in the old style of Poor Richard's proverbs, as the following indicates: "It cannot be possible that thy bank account shall grow larger when the income grows smaller, and unless thee conducts thy business on business principles, thee will soon find, and to thy sorrow, that it is hard for an empty bag to stand upright"; "A ploughman on his legs is higher than a gentleman on his knees"; "Pride breakfasted with Plenty, died with Poverty and Supped with Infant"; "When on earth . . . . . I always made it a point to know what my work was worth. I would not sell my labor without a profit any more than I would sell a basket of apples or a sack of potatoes without a profit. I must first know what my apples or my potatoes or my labor cost me before I would sell any of them."

"If thee would avoid the loss
First thee must obtain the cost.

✣ ✣ ✣

A fool may give valuable advice, but it requires wisdom to appreciate its value.

THE C. I. JOHNSON MANUFACTURING COMPANY OF SAINT PAUL

This company has made a remarkably gratifying record of success. It is really a unique establishment in itself—a building a little over 60 x 120 feet, three floors, is devoted absolutely to nothing but rebuilding of printing machinery, especially cylinder presses. It is designated as the "Home of Johnsonized Machinery." They have eighty-five cylinder presses in stock now, that is, not counting the smaller machinery such as Gordons, Cutters, etc. This building is entirely separated from the sales and type foundry departments at 48-50 E. 3rd St. and as far as known, it is the largest building devoted exclusively to the reconstructing of printing machinery in this country.

The company sold and shipped four complete printing outfits in the month from November 15th to December 15th, besides six rebuilt cylinder presses.

They use the name "JOHNSONIZED" on the theory that when they reconstruct a machine it is no longer a Cottrell, Campbell or Huber, whatever it was originally, but becomes a "JOHNSONIZED" and they stand back of their machines even better than some of the manufacturers of the new machines do with their own presses. In a great many cases, they put improvements and betterments onto the presses when they rebuild them. They get the knowledge of the weak points, as well as the good points of the different machines as they handle them.

They keep the prices high enough so that they can afford to put the presses out right. The success that they have had in this line of business the last ten years is almost unbelieveable. Recently they installed a high-class machine for W. R. Hodges of Sleepy Eye, Minn., who writes:—

The Sleepy Eye Herald-Dispatch, Sleepy Eye, Minn.
September 25, 1913.

C. I. Johnson Mfg. Co., St. Paul, Minn.

Gentlemen:—The big Two-Revolution Scott Press came on last Friday, September 19th, and by Wednesday evening, September 24th, we had the old press out and the new one installed. It printed the paper on Thursday, and to say I am well pleased with it, is mildly stating facts. The press is all and more than you promised.

Am also well pleased with the machinist and pressman who installed the press. Both are competent, faithful, and courteous gentlemen, and they left the big Scott Press in splendid shape.

After dealing with your firm ever since you began business, I can truthfully say that you people have again demonstrated to the satisfaction of the undersigned that it is a pleasure to do business with you.

Again thanking you, and wishing you success, I am,

Yours respectfully,

W. R. HODGES.

⁂ ⁂ ⁂

A HELPFUL COLOR CHART OR COLORSCOPE

From the ink house of Chas. Eneu Johnson & Co., of Philadelphia, has been received a unique color chart or colorscope that will prove as useful as it is handsome. There are eleven rows of eleven each of numbered squares of card board, each in two colors or two shades of the same color, mounted on three strips of cardboard so bound together as to fold from each side, making, when closed together, to protect the colors, a folder 8x22¼ inches, or 22x22½ when open.

Inside of that is another chart mounted and bound in like manner to the outer chart, 18x18½ inches in size, with nine rows of nine squares each, and a half inches in size, with centers cut out so as to show the squares and colors beneath. All the color blocks are numbered.

The inner chart is fastened with a neat pin or fastener. There are eight slits in the center of the inner chart of sufficient length to permit its being slid over all the color blocks in the lower or outer plat. This enables the printer to get a combination of colors or shades of color for each of the two printed blocks.

The purpose of the Colorscope or Color Chart, is, to show to the printer at a glance, a large variety of two color combinations, each color representing one of the Company's standard shades, which can be ordered by number from their nearest branch house.

At the first view of the chart, 185 colors are shown either in harmony or contrast, and by moving the upper card on the pin in either direction of a slot, another set of 185 combinations is secured. It will be readily seen that eight moves, plus the original position, will show 600 color combinations.

Again, while it may result in producing some inharmonious effects, if the upper card is turned on the pin one quarter, the same number of combinations may be obtained as on the first display, and so with a second and third change, making more than 2000 possible combinations.

To obtain an idea of how any two color combinations will appear on colored papers, a square hole may be cut in the stock and placed over the colors which may be pleasing, and the general effect will be apparent. To save matching troubles, orders should be made from the Colorscope by number only, and the information given as to whether the ink is for cylinder, job press, process, lithograph or cover work. A specimen sheet of paper is desirable.

The Colorscope is designed to show colors only, and the nature or body of the printing ink may be determined after the selection of colors, according to the nature of the work desired. The manufacturers can adapt any of the colors shown for use on any kind of paper and for any printing purpose, and upon order, the body or construction of the ink will be made to conform with the requirements.

This Colorscope will be of considerable value to the printer, in the way of enabling him to determine recognized color combinations and, inasmuch as all of these colors can be for any purpose required, as it would seem to solve a great many of the matching troubles which the printers now have.

⁂ ⁂ ⁂

SIX LINOTYPES A DAY

Are being sold by the Mergenthaler Linotype Company. Most of the orders are for multiple magazine machines. Quick Change Model 9 four magazine Linotypes and Quick Change Model 8 three magazine machines appear to be favorites, for even smaller-town book, job and newspaper offices are installing them.

The Models 8 and 9, and all other multiple magazine Linotypes have such remarkable advantages over single magazine composing machines, there is little wonder that printers and publishers have been quick to realize the fact. Having a wide range of display faces on a composing machine (the Model 9 carries from eight to twelve faces) is an advantage for any printing plant, especially when these various faces can

be called into instant use from a standard keyboard of only 90 keys by simply turning a lever. But, in big job and publication offices where composition must go out on time, multiple magazine Linotypes have come to be an absolute necessity.

Much of the best composition in this as well as foreign countries is now being produced on Linotypes. The quality of Linotype composition is of such high grade that leading advertisers are adopting it for many art catalogues, house organs, booklets, the better class of job work, etc. There are now nearly 1,200 different Linotype matrices to make selections from.

* * *

KEEPING IN TOUCH WITH LOCAL ENTERPRISE

To keep in touch, and a little in advance of the local spirit and enterprise, is the opportunity and duty of the newspaper.

In November, the Merchants' Association of Aberdeen, S. D., held its first annual banquet. The Aberdeen American was on hand with a unique, special edition containing program, menus and personal and local hits for distribution among the members and banqueters. The names of members were given under the heading, "Roll of Honor." It was of four pages of diminutive size, just large enough to be read and laughed over at the banquet. In its salutatory the paper says:

Speaking for the association we may say that it is destined to do great things. At last the merchants have gotten together in a legitimate association for their mutual benefit. It is worth while and bound to succeed.

"It does things and will do more.
We can help be of mutual help."

STEEL DIE EMBOSSING

Our Price List shows 92 styles of Engravings for social and business plates and dies, gives prices on cutting dies and embossing all complete so you can easily figure out your orders. All prices quoted are subject to 40% discount to the trade.

AMERICAN EMBOSSING CO., 192-96 SENECA ST., BUFFALO, N. Y.

Printer's Account Book

A TIME AND MONEY SAVER. 200-page book, 1,000 jobs, $3.50; 400-page book, 2,000 jobs, $5.00. Book measures 11¾x15¾ inches.

National Printer-Journalist, Station X, Chicago.

TABLE OF CONTENTS—JANUARY, 1914

	Page
Advertising in Chicago	57
Advertising Want Ad Department	63
"All Out"	40
Author's Copy of the Revised Proof, An	72
Ben Franklin Club of Chicago	62
Business Management	37
Cunningham, S. A., Deceased	70
Cushing, In Honor of Josiah Stearns, Deceased	64
Editorial	50-51
Helpful Color Chart or Colorscope, A	73
Ideas for Progressive Typographers and Compositors' Round Table	31
Journalists' Responsibility, The	67
Johnson Mfg. Co. of St. Paul, The C.I.	73
Keeping in Touch with Local Enterprise	74
"Largest and Best the N. E. A. has ever had, The"	56
Making of a Worthy, Successful Newspaper, The	17
Making Printers of Young Indians	65
Model House Book, A	71
National Printer-Journalist for 1914	66
Newspaper Criticism	41
Paper Manufacturing Industries at the Panama-Pacific International Exposition	30
Rejoicing Over Merited Attainment	52
Retires, After a Third of a Century of Success	70
Seventh Annual Meeting and Dinner of New York Branch No. 1, Printers' League of America	36
"Self-Inspection" for Graphic Arts Fire Insurance Members	30
Special Holiday Issues	52
Six Linotypes a Day	73
Teachers of Journalism in Convention at Madison to Meet in New York next year	60
Texas Members National Council	59
Thomson Prtg. Mach'ry. Co., Chicago Office	59
Trials of Inventors, The	34

INDEX TO ADVERTISEMENTS

Acme Staple Machine Co.	14
American Embossing Co.	74-76
American Numbering Machine Co.	77
American Type Founders Co.	7
Barnhart Bros. & Spindler	13
Barnes-Crosby Co.	4
Butler Paper Co., J. W.	1
Challenge Machinery Co.	6
Combination Offers	Cover
Exposition National Printing, Lithographing, Paper, Advertising and Allied Trades	79
Frazier, J. L.	78
Globe Eng. & Electrotype Co	13
Graphic Arts Press, The	Cover
Hamilton Mfg. Co.	2
H. C. Hansen Type Foundry	5
H. Hinze Machinery Co	10
Houghton Mifflin Co.	78
Jaenecke Printing Ink Co., The	6
Johnson, Chas. Eneu	11
Johnson Mfg. Co., C. I.	5
Keystone Type Foundry	77
Kihn Bros.	78
Lanston Monotype Machine Co.	7
Levey Co., Fredk. H.	14
M. & L. Typesetting Co	12
Megill, E. L.	74
Mergenthaler Linotype Co.	3
Miller Saw Trimmer	77
Novelty News, The	76
Okie Co., F. E.	80
Oswald Publishing Co.	77
Poates, L. L., Engraving Co	76
Queen City Printing Ink Co	9
Raithby, Lawrence & Co	76
Riessner, T.	76
Rouse & Co., H. B.	14
Royle & Sons, John	76
Sanders Engraving Co	8
Scott & Co., Walter	15
Swink Printing Press Co	12
Typo Mercantile Agency, The	12
Wanner Machinery Co.	75
Wants and For Sale	75
Weekly Printing Trade News	76
Wood & Nathan Co.	16

QUICK ON

Megill's Patent
SPRING TONGUE GAUGE PINS
$1.20 per doz with extra tongues.

Megill's Automatic Register Gauge

automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan.
Only **$4.80.**

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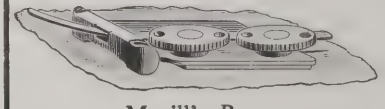
From us or your dealer. *Free Booklets.*

VISE GRIP



Megill's Patent
DOUBLE-GRIP GAUGES
$1.25 set of 3 with extrat ongues.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order

A COLD SIMPLEX STEREOTYPING OUTFIT, $19 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage, for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

THE VAN BIBBER ROLLER CO., Sixth and Vine St., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

BINDERY MACHINERY FOR SALE—On account of edition work in printing departments crowding us for floor space, we offer the following bargains:

	Our Price
One 30-inch Monitor Power Perforator with patent adjustable feed gauge, made by Latham Machinery Co.; cost $190	$125.00
One Hickok Ruling Machine, without striker, 32-inch cloth, large assortment of pens, no power; cost $260	90.00
One Rotary Book Sawing Machine, table 26x45 ..inches, made by Standard Machinery Company, hand or power, 5 saws on arbor; cost $150	60.00
One 32-inch Horizontal Board Cutter or Gauge Table Shears, cast iron frame and top, made by Standard Machinery Co.; cost $95	65.00
Twenty-five pairs used News Cases	75c per pair
Twenty-five 2-3 used Job Cases	30c each

All machines in GOOD WORKING ORDER and big bargains for the money. Send half cash with order, or if monthly payments are desired give proper references.
CANTWELL PRINTING COMPANY, Madison, Wis.

WANTED—APPRENTICE LADY LINOTYPE OPERator at three dollars for eight-hour day, in Port Angeles, Wash. Will pay more if the lady is able to assist in reporting, writing changes for ads, etc. What is needed is a young woman of good address and initiative, who can assist with outside work and also learn to operate the linotype, so that she can work part of the time on linotype and part of the time on outside work, as the linotype composition is limited in amount. The linotype room and all surroundings are pleasant; the town has a population of 3,500 of the very best and most agreeable people, largely from the Middle-Western and Eastern states, the remainder are native Washingtonians; social conditions are of the happiest; the people are active, cordial, friendly, and there are no cliques or factions. The city is growing rapidly, location beautiful and climate healthful and in every way ideal. Address Webster Publishing Co., The Olympian Leader, Port Angeles, Wash.

WANNER
MACHINERY CO.
A. F. WANNER PROP.

SPECIAL BARGAINS IN REBUILT MACHINERY

POWER CUTTERS—36 in. Heavy Style Dooley, $200; 40 in. Kent Semi-auto., $275; 34 in. Rival, $200; 32 in. Sanborn Star, $180; 30 in. Champion, $120; 32 in. Sheridan, $120. Prices less 10 per cent discount for cash. Send for Illustrated Poster Sheet and List. WANNER MACHINERY CO., 703 S. Dearborn St., Chicago, Ill.

Bargains in Printing Presses
FOR SALE

FOR SALE—Three-deck press, prints 4-6-8-10-12-14-16-18-20-24 pages. Overhauled and rebuilt. Will sell at very low price. THE GOSS PRINTING PRESS CO., CHICAGO ILL

FOR SALE—Four-deck press, prints 4-6-8-10-12-14-16-20-24-28-32 pages. Will be overhauled and rebuilt. THE GOSS PRINTING PRESS CO., CHICAGO, ILL.

FOR SALE—One Flat Bed Perfecting Press, prints 4-6-8 pages. Will be overhauled and rebuilt. THE GOSS PRINTING PRESS CO., CHICAGO, ILL.

FOR SALE—One 3-deck Duplex Tubular Press. Prints 4-6-8-10-12 pages. Taken in trade for one of our Straightline Presses. Tubular press will be sold at a bargain. GOSS PRINTING PRESS CO., 16th St. & Ashland Ave., Chicago, No. 1 Madison Ave., New York.

NEWSPAPER BARGAIN IN TEXAS.

FOR SALE—Our entire plant invoicing about $12,000, consisting of model 5 linotype, two cylinder presses, two jobbers, power cutter, wire stitcher, folder, perforator, punch, etc., with an abundance of type and other material. No indebtedness or encumbrances. Annual business $12,000 gross. Best weekly paper in the West. Fine job trade drawing work from big territory. No competition in town or county. County and city printing. Good town, with all modern utilities, schools and churches.

Will give full description of plant, county and town and an itemized statement of business for past two years. Write or come quick if you want a bargain.

Would reserve linotype if desired. WHIPKEY PRTG. CO., Colorado (Mitchell Co.) Texas.

FOR SALE—ONE 10x15 INCH AND 8x12 INCH Chandler & Price job presses; one Roth steel-die embossing press; one 18-inch Fuchs & Lang pebbling machine; one 14x18 inch Fuchs & Lang bronzing machine; one No. 00, 4-roller, 2-revolution Miehle, 39x55 inch bed; one No. 00000, 4-roller, 2-revolution Miehle, 42x64 inch bed; one Latham automatic numbering machine; one 30-inch wide Burton's rotary Peerless perforator; one 44x44 inch Holyoke paper cutter; one 21x29 inch, 40x60 inch Brown folding machine; one No. 4 New Jersey wire-stitching machine with flat table; one No. 2 New Jersey wire-stitching machine with saddle table; one 28-inch wide power multiple Rosback punching machine; one 38x38 inch Seybold Twentieth Century cutter; one 3x6 inch to 12x18 inch Seybold Duplex paper cutter; one 34x44 inch Fuchs & Lang cylinder bronzing machine. All these machines are in first-class condition. Greeley Printery, St. Louis, Mo.

FOR SALE—12 Make-up or Transfer Tables, 25½x30½, for 7 or 8 columns, including chases and equipment. Two 12x18 C. & P. Gordon Presses. RARE BARGAINS. W. M. LINN & SONS CO., 108 CLINTON BLDG., COLUMBUS, OHIO.

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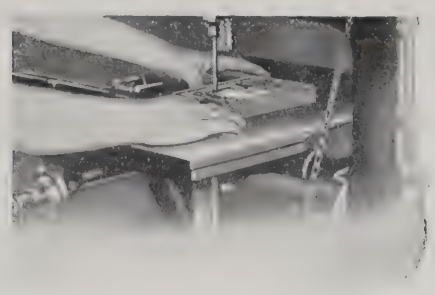
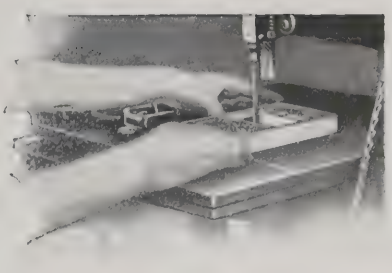
Drilling holes in the plate to admit the jig-saw preparatory to mortising.



By a simple change the jig-saw is thrown into operation and the mortise is sawed out.



Substituting a broach for the saw, the walls of the mortise are smoothed up and squared in the corners.

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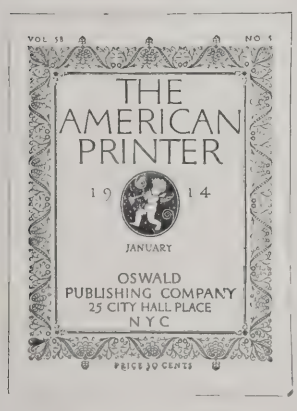

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The contest is open to all. A copy of the rules sent free on request. Are you reading the series of practical articles on typography now appearing in the American Printer? Will Bradley has designed a series of covers; the first appears on the January number. The American Printer is giving each number many practical articles on business, technical and art subjects, and numerous illustrations, many in color. Send thirty cents for a sample copy or three dollars for a year's subscription.

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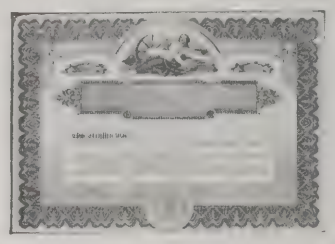

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Established 1878 Every Thursday Price, 2d.

Published by W. John Stonehill & Co., 50 Shoe Lane, London, E. C.

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By Harry A. Cochrane

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The same will be true of the Printing, Lithographing and Allied Trades Exposition, which has now become a feature of the trade. The exhibitors at the 1913 Exposition, at the Grand Central Palace, New York, were pleased with the results. We print herewith a letter from one press builder, which should engage the attention of those who want direct results.

THE AUTOPRESS COMPANY,
High Speed Automatic Printing Presses, 95 Madison Avenue, New York.

May 20, 1913.

In behalf of The Autopress Company, I want to say that the recent National Printing Exposition, held in New York City, April 19-26, was a splendid success. No other Convention or Exposition ever produced as much business for us.

Practically all completed Model A Autopresses at our factory were sold out during Exposition Week and the output of our new models, C, 13 x 19, and CC, 14 x 20, exhibited at the Exposition for the first time, was sold out entirely, so that we are now taking orders therefor only for delivery after August 15th. We feel sure this WORLD'S FAIR FOR THE PRINTING WORLD must have benefited every exhibitor and visitor.

Very truly yours, THE AUTOPRESS COMPANY,
Morris D. Kopple, President.

Aside from the opportunity to become acquainted with the Employing Printers and Lithographers, which the Exposition affords, it is a fact that there is nothing like an OCULAR DEMONSTRATION to convince a possible buyer that a machine will do the work he wants done and as speedily as he requires. There is a natural spirit of conservatism in the minds of the average printer, or, for that matter, any manufacturer, and he has to SEE a new thing which he is unfamiliar with BEFORE he will invest his money in it.

The same is true of supplies, especially paper. Showings of Printing and Lithographing results on a paper manufacturer's or distributor's product is more convincing than any other means of interesting the printer, and this Exposition will have a PAPER PRODUCT SHOWING which will be the greatest ever brought together.

In inks and other supplies, there is also an opportunity to show results in the printed and lithographed product, and to get in touch with many possible customers who are there in the investigating frame of mind.

The 1914 Printing, Lithographing and Allied Trades Exposition will undoubtedly attract more PRINTERS, MORE BUYERS OF PRINTING AND LITHOGRAPHY and more representatives of firms SELLING TO PRINTERS AND LITHOGRAPHERS than any other heretofore held in America, and it is pre-eminently the place where money can be expended to the BEST ADVANTAGE to show a machine or product.

TO SUPPLY MEN AND MANUFACTURERS:

As the space for this Exposition is being sold rapidly, selections should be made at once to secure preferred positions.

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Volume 32 FEBRUARY 1914 Number 2

H. D. Roosen Company

Brooklyn, New York

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To the Trade

We beg to announce to the **Printing and Publishing Trade** that we have recently installed in our **Chicago Branch** some of the most modern machinery for producing all kinds of Printing and Lithographing Inks, and that we are now prepared to make immediate shipments from Chicago, on any kind of Ink, Varnishes or Dry Colors, that may be required.

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This list includes Ledger Papers from "The Cheapest That's Good to the Best That's Made."

STATEMENT LEDGER

This is the latest acquisition to our line. It is the lowest priced, serviceable Ledger Paper made. Banks use it for monthly statements and other purposes. They demand impressive and dependable quality, hence their approval of this paper. If it is good for Banks, it is good for other lines of business.

While low in price, STATEMENT LEDGER has the quality and appearance to make it desirable for a wide range of uses for which an inexpensive Ledger Paper is preferred. It is bright white and possesses a good writing, ruling and erasing surface. These are features which can only be obtained by combining good materials in the right way. STATEMENT LEDGER will enable you to meet the keenest competition without sacrificing either quality or profit.

We would like to send Samples and Prices of STATEMENT LEDGER and our other Ledger Papers to any buyers that are interested.

DISTRIBUTORS OF "BUTLER BRANDS"

Standard Paper Co.	Milwaukee, Wis.	Mutual Paper Co.	Seattle, Wash.
Missouri-Interstate Paper Co.	Kansas City, Mo.	Commercial Paper Co.	New York City.
Mississippi Valley Paper Co.	St. Louis, Mo.	American Type Founders Co.	Spokane, Wash.
Southwestern Paper Co.	Dallas, Texas.	American Type Founders Co.	Vancouver, British Col.
Southwestern Paper Co.	Houston, Tex.	National Paper & Type Co. (Export only)	New York City.
Pacific Coast Paper Co.	San Francisco, Cal.	National Paper & Type Co.	Havana, Cuba.
Sierra Paper Co.	Los Angeles, Cal.	National Paper & Type Co.	City of Mexico, Mex.
Central Michigan Paper Co.	Grand Rapids, Mich.	National Paper & Type Co.	City of Monterey, Mex.

J. W. BUTLER PAPER CO.

CHICAGO

ESTABLISHED 1844

Practical All-Steel Furniture

For the Newspaper, Book and Magazine Printing-Plant

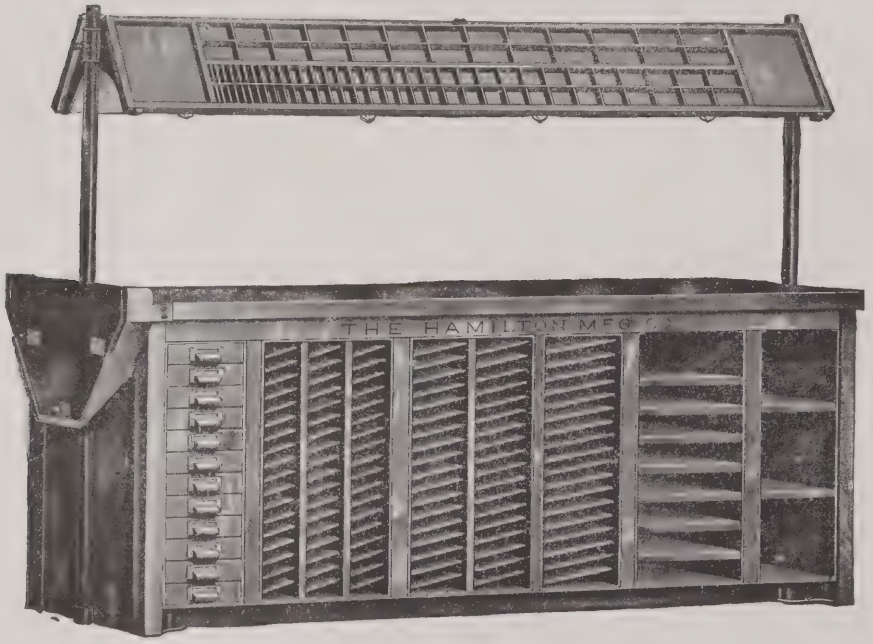
Economy of time in the production of the modern newspaper is the one item to be considered in the selection of the working equipment.

This fact necessitates the use of materials and articles of furniture exactly suited to the individual requirements of the plant where the material is to be installed.

In the past this demand has meant the designing of special articles of furniture which sold at prices much higher than the cost of standard goods manufactured in quantities.

Our new system of unit construction in steel affords unlimited possibilities in the way of design and special arrangement of the component parts.

By standardizing we reduce the cost of construction to the minimum. The purchaser has the utmost license in the selection and arrangement of the unit parts, thus acquiring an outfit of furniture exactly suited to his own particular needs, to be purchased at prices as reasonable as would be paid for standard stock designs manufactured in quantities.



Ad. Make-Up Table No. 426 with Iron Top, 28 x 96 inches.

From left to right this Table contains one tier of twelve drawers for Quarter-size Cases; three tiers single, two tiers double and one tier triple column Galley Shelves, one tier flat shelves for galleys 16¼ inches wide, and one section of bins for dead galleys, 10¼ inches wide. At the left end of Table is a bin for dead slugs, into which the metal is thrown. The contents of this bin are emptied by means of a hinged trap-door into a self-dumping truck, which can be placed under the bin at the end of the Table.

The Overhead Bank has divisions for leads and slugs from 2 to 38 pica ems, with one-half em variations up to 10 picas. At each end of Bank is a blank space for miscellaneous material. The opposite side of Overhead Bank is divided into six large subdivisions for the accommodation of an assortment of working materials incident to the particular nature of the work in hand.

We carry large stocks of the component unit parts. We assemble the furniture as the order specifies and are thus enabled to make prompt shipment of the largest possible order for composing-room furniture.

The goods are all standard and tried out and will not develop serious defects and shortcomings within a short time after installation.

Our unit system of steel construction is now installed in dozens of representative newspaper, book and magazine printing-plants throughout the United States and Canada.

New catalogs of steel equipments now ready and will be sent on request to responsible printers.

THE HAMILTON MANUFACTURING CO.

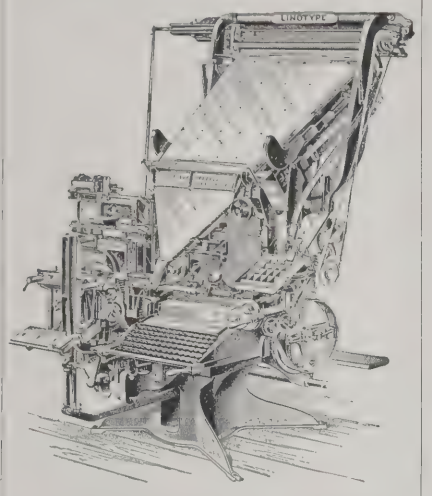
Main Office and Factories, TWO RIVERS, WIS. **Eastern Office and Warehouse, RAHWAY, N. J.**

HAMILTON GOODS ARE CARRIED IN STOCK AND SOLD BY ALL PROMINENT TYPEFOUNDERS AND DEALERS EVERYWHERE

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

QUALITY WITH ECONOMY

Quick Change Model 8

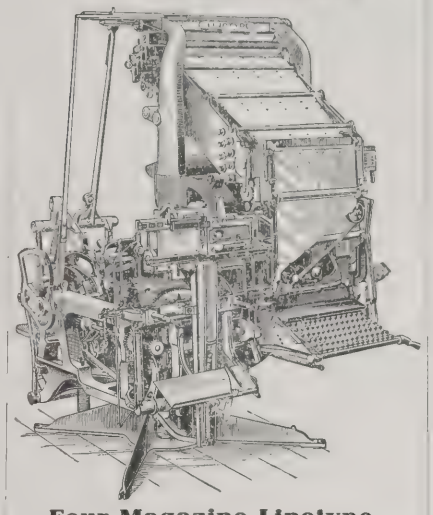


Three Magazine Linotype

in composition is possible only with the

LINOTYPE

Quick Change Model 9



Four Magazine Linotype

$5,800 in Prizes

is now being competed for by the Job and Book Printing Offices in the United States and Canada which were using the Linotype on Jan. 1, 1914

The competitions close March 20, 1914. If you have not received the folder giving complete particulars concerning the competitions send to our Publicity Department, Tribune Building, New York City, or to our nearest agency.

"THE LINOTYPE WAY IS THE ONLY WAY"

MERGENTHALER LINOTYPE COMPANY

Tribune Building, New York

CHICAGO
1100 S. Wabash Ave.

SAN FRANCISCO
638-646 Sacramento St.

NEW ORLEANS
549 Baronne St.

TORONTO: Canadian Linotype, Limited, 35 Lombard St.

RUSSIA, SWEDEN, NORWAY, HOLLAND, DENMARK — Mergenthaler Setzmaschinen-Fabrik, G.m.b.H., Berlin, Germany

BUENOS AIRES: Hoffman & Stocker
RIO JANEIRO: Emile Lambert
HAVANA (Cuba): National Paper and Type Co.
PORTO ALEGRE: (Brazil): Edwards, Cooper & Co.
SANTIAGO (Chile): Enrique Davis

MELBOURNE, SIDNEY, WELLINGTON, MEXICO CITY — Parsons Trading Company

BOGOTA: (Colombia): Manuel M. Escobar
TOKIO: Teijiro Kurosawa

SOUTHERN EUROPE, AFRICA, AND THE FAR EAST: Linotype and Machinery, Limited, London, England.

Here Are a Few Barnes-Crosby Ideas Applied To Its Own Business

DURING the past year Barnes-Crosby Company has done more advertising than all the other engraving interests in the country put together.

In newspapers, magazines and by direct mailing of booklets and folders, it has succeeded in doing for itself just what it can do for you and for any man with something to sell.

The pictures which border this page show a part of the folders, portfolios and booklets which have been issued by Barnes-Crosby Company during the past year—to spread the message of good engraving and good illustrating to every advertiser in the country.

We have a small quantity of each of the booklets we have shown which will be sent to you upon the receipt of your request, written on your own letterhead.

Day and Night Service

Barnes-Crosby Company

E. W. HOUSER, President

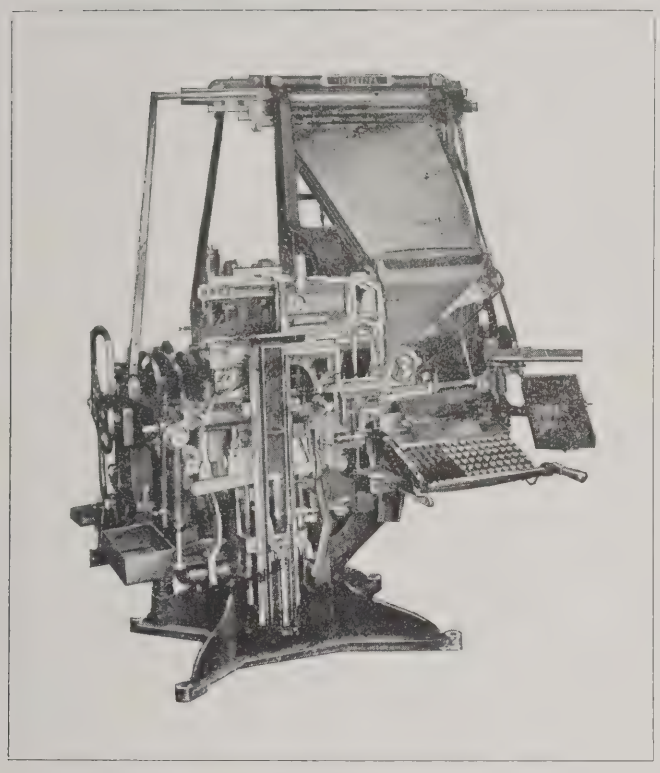
Artists : Engravers : Catalog and Color Plate Makers

226 W. Madison St., Chicago 11th and Locust Sts., St. Louis

Branch Offices in Principal Cities

Buy a Standard Machine

You cannot afford to invest in a half-size or rebuilt composing machine—at any price



MODEL A

INTERTYPE

$2,150 f. o. b. New York

THE Linotype Company offers the printing trade a choice between—

(1) **Rebuilt, half-size machines of limited speed and range; and**

(2) **Over-complicated machines, at exorbitant prices.**

We Are Offering—

(1) **One standard machine, the most efficient ever built, a machine that will do everything that any Linotype will do—**

(2) **At a reasonable price.**

Take Your Choice!

Those who investigate thoroughly are invariably choosing in favor of the INTERTYPE—not because of its low price, but because of its fifty improvements and simplifications, its high speed and low cost of maintenance, and the excellent quality of its product.

Send Us Your Next Supply Order

INTERTYPE parts, spacebands and matrices can be used on Linotypes. They differ from the corresponding Linotype supplies only in superior quality and lower cost.

Get Better Quality for Less Money

INTERNATIONAL TYPESETTING MACHINE CO.

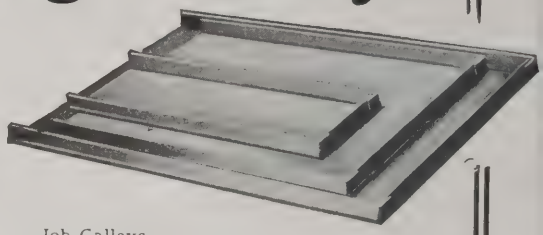
WORLD BUILDING, NEW YORK CITY

CHICAGO: Rand-McNally Building SAN FRANCISCO: 86 Third Street NEW ORLEANS: 316 Carondelet Stree

Challenge Beaded-Edge Galleys

News Galleys

Pressed Steel
Galvano Steel
Plate-Zinc
Brass Plated
Beaded Brass



Job Galleys

CHALLENGE Beaded-Edge Galleys will save you from 40 to 60 cents on the dollar and will prove as serviceable and satisfactory as the more expensive kind. They are molded into shape from a single piece with re-inforced electric-welded corners, making them strong and rigid under the heaviest type load. The "beaded edge" is the groove formed in the metal where sides and bottom join. It adds strength to the galley and permits the type to stand squarely on its feet when proofing.

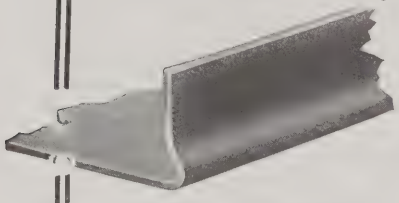
Note the exceptionally low prices listed, from which your dealer will allow a liberal discount. Place your order today.

SIZES AND LIST PRICES

SIZE	Galvano Steel	Plate Zinc	Brass Plated	Beaded Brass
Single Column, each	$.46	$.75	$ 90	$1.50
Single Col., ½ length,	.35	.60	.65	1 20
Double Column, each	.48	1.00	1.10	2.00
Triple Column, each	70	1.30	1.20	2.00
Job 6x10 inches, each	.40	.80	.80	1.60
Job 8¾x13 inches, each	.46	95	1.00	1.90
Job 10x16 inches, each	66	1 30	1 20	2 60
Job 12x18 inches, each	.72	1.50	1.40	3.00
Single Col Mailing, each	48	95	1.10	1.90
Double Col. Mailing, each	.50	1 20	1 30	2.40
Triple Col. Mailing, each	.72	1.50	1 40	3.00

Pressed Steel Galleys same prices as Galvano Steel

Above prices subject to liberal discount Send for circular giving reduced quantity prices.



In Stock and For Sale by Type Founders and Dealers in All Principal Cities

The Challenge Machinery Co.
Grand Haven, Michigan
Chicago Salesroom, 124 So. Fifth Avenue

PRACTICE ECONOMY

by using

JAENECKE'S MATCHLESS INKS

Standard for almost three quarters of a century

THE JAENECKE PRINTING INK CO.

NEWARK, N. J.

New York Chicago Philadelphia St Louis
Baltimore Detroit Pittsburg

WE MAKE

and guarantee to be the best made

Type. From Superior Copper-Mixed metal, deep cut, clear printing, durable, artistic, satisfactory to reader, advertiser, compositor and proprietor. A vast assortment of type families; each family of worldwide popularity. A big railroad company last year ordered 5000 tons of steel rails rolled, containing 0.5% copper. They went thru the entire year without a single break. This year the company ordered 10,000 tons of the same composition. Our type contains a much larger percentage of copper and since 1869 is also without a break in quality.

Chases. Electric-Welded of Silver-Gloss Steel, specially made for us. They are so strong and perfect that we guarantee them practically forever. We have made nearly Ninety Thousand (90,000). Every kind and style—Cylinder and Job, Book and Poster, Stereotype and Electrotype, Big and Little, Regular and Special. They have no rival—each and every one is Superior.

Galleys. Every style of All-Brass—One-Piece Rim, Patent Corner, Lincoln Linotype, Bruce Monotype. Made from extra heavy and strong material, by efficient workmen, they are practically indestructible. No screws work loose and pi the type; no wood to rot. They are strongest at the corner where the strain comes and where the other galleys usually break. Rims are extra heavy; bottoms beveled by special process.

Brass Rules. From the best brass, by the best workmen; Plain and Fancy Rule, in strips, cut to measure and labor-saving fonts, column rules, head rules, beveled linotype rules, brass dashes, brass leads and slugs, brass composing rules and makeup rules, brass take slugs, brass composing sticks.

IRON FURNITURE. The kind with a hump; it lifts easily and handily; it lasts forever.

STEEL FURNITURE. Handy for blank-book work.

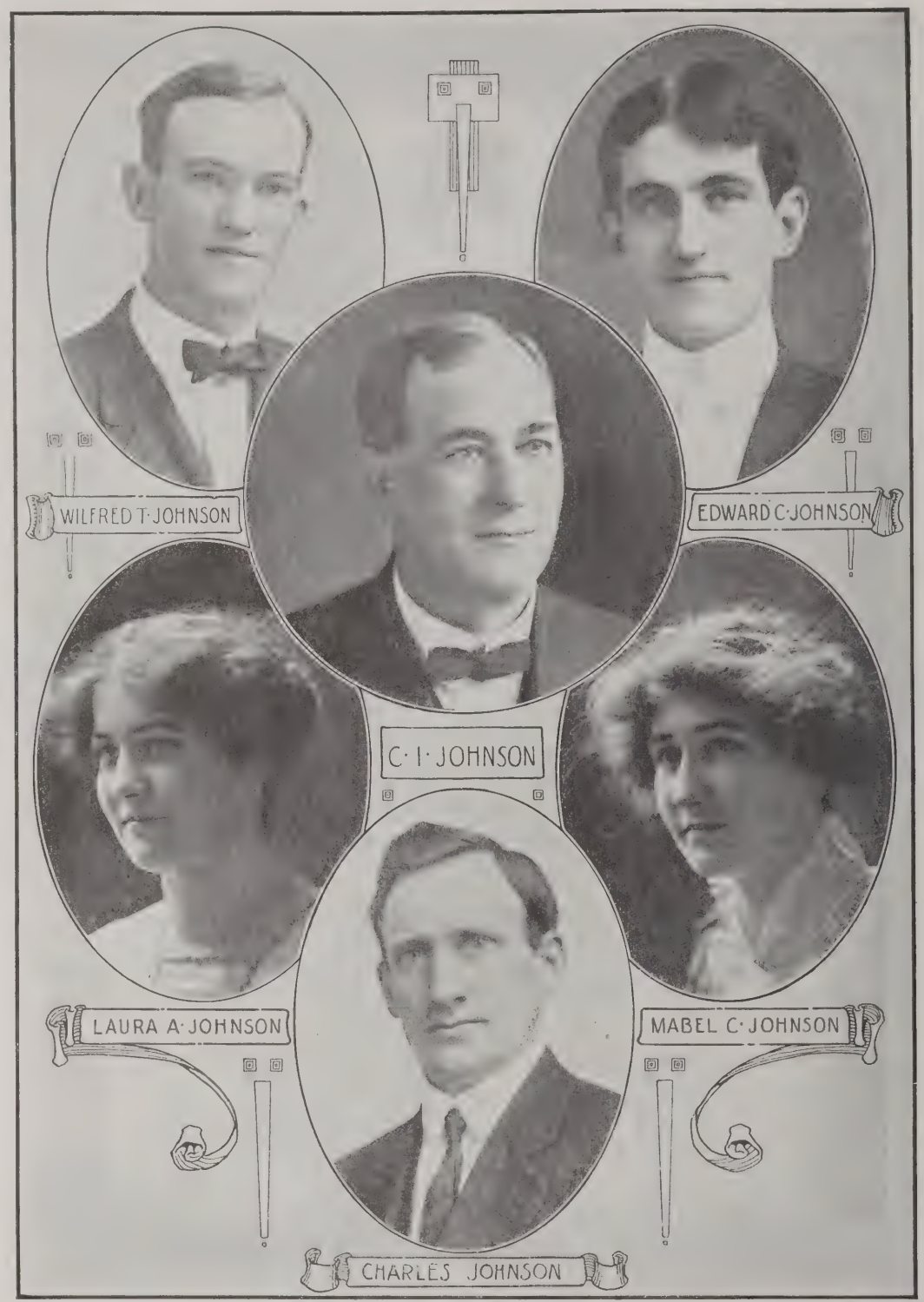
OFFSET TYPE. Which saves one process in using offset presses.

METAL LEADS, SLUGS AND FURNITURE. Every size and style, accurate and finished.

Steel Tableting Presses. Press Brakes. Form Trucks. Steel Quoin Keys. Linotype and Monotype Furnaces.

All these are made and sold by

Barnhart Brothers & Spindler

29 Great Jones St. - New York City
168-172 W. Monroe St. - Chicago, Ill.
1124 H St., N. W. - Washington, D. C.
Third and Locust Sts. - St. Louis, Mo.
71 Columbia St. - - Seattle, Wash.
310 Cedar St. - - St. Paul, Minn.
710 Baltimore Ave. - Kansas City, Mo.
1114 Howard St. - - Omaha, Neb.
1102 Commerce St., Dallas, Texas

THE HOUSE OF JOHNSON

C. I. JOHNSON, Pres. WILFRED T. JOHNSON, Secty. CHARLES JOHNSON and EDWARD C. JOHNSON, Managers of the "Home of Johnsonized Machinery." MISS MABEL C. JOHNSON, Asst. Secty. MISS LAURA A. JOHNSON, Cashier

C. I. JOHNSON MFG. CO., St. Paul, Minn.

SPEED LIMIT
SPEEDLIMIT
BLACK INK
SPEEDLIMIT BLACK INK
PERMITS OF
PRINTING – TURNING –
PRINTING AND BINDING
ALL THE SAME DAY
EQUALLY GOOD
FOR HALF TONE WORK
WHEN SPEED IS NOT REQUIRED.
THE
QUEEN CITY PRINTING INK Co
CINCINNATI
BOSTON
PHILADELPHIA
ROCHESTER
DETROIT
CHICAGO
ST. PAUL
MINNEAPOLIS
KANSAS CITY
DALLAS

The 1914 Edition of the

American Newspaper Annual and Directory

Is Ready for Delivery

Price $5.00. Sent anywhere in U. S. on receipt of price, "Express Charges Collect."

Order from the Publishers:

N. W. AYER & SON, PHILADELPHIA

"Globetypes" are machine etched halftones and electros from halftones by an exclusive process Nickelsteel "Globetypes" are the supreme achievement in duplicating printing plates.

Telephone, Harrison 5260-5261-5262 All Departments

This NICKELSTEEL "GLOBETYPE" has been used in every issue of the National Printer-Journalist since October, 1912. Note that the printing quality does not show perceptible deterioration.

Something Attractive in Connection With PRINTING INKS

We will exhibit our various lines of PRINTING INKS at the National Printing, Lithographing and Advertising Exposition, to be held in New York, April 18th to 25th, 1914. One of the new and attractive features of this immense and interesting enterprise will be the exhibition of fine printing for which certificates of merit will be awarded. We purpose enlarging on this feature by presenting $450.00 in cash to the successful printers who enter a contest which we have arranged under the following terms:

For the best example of Black halftone we offer $100.00 cash
For the second, $75.00 cash
For the third, $50.00 cash

Also for the best example of four color process printing we offer $100.00 cash
For the second, $75.00 cash
For the third, $50.00 cash

These amounts to be equally divided between the firm and the pressman.

A quantity of ink sufficient to furnish us with the required number of copies will be supplied without charge, upon application to our nearest branch house or our traveling representatives.

The sheets submitted must be unbound and not smaller than 19x25. At least twelve copies must reach us not later than March 31st, 1914.

The following well known New York authorities have consented to act as judges: Mr. Charles Francis of the Charles Francis Press, Mr. J. W. Bothwell of Theo. L. DeVinne Co., and Mr. John Clyde Oswald of the American Printer. These gentlemen are not connected in any way with our Company, and their decision shall be final. We also offer certificates of merit as they may be awarded by the judges.

Only one example of either Black or Colors, may be submitted by any firm and each specimen must be marked with name and address of firm and pressman, together with number or name of ink used. This competition is limited to printers of the United States and Canada.

CHAS. ENEU Johnson, AND COMPANY

Tenth St. at Lombard **Philadelphia, Pa**

Want to Make Money?

Then use money making equipment—equipment that eliminates waste at every turn—that cuts out all unnecessary labor—that not only makes it possible, but *easy* to turn out more and better work—equipment that reduces your costs to the lowest possible point and that extracts *all* the profit—the very last penny—out of your work. The best and surest way to do this is to

Use Rouse Time Savers for Printers

Lead and Rule Cutters	Mitering Machine
Line-Slug Cutter	Rouse Job Sticks
Universal Blocks	Register Hooks
Register Quoins	Iron Bases
Graduated Galleys	Form Trucks
Newspaper Bases	Composing Rules
Lund Extension Delivery	Telescopic Line Gauge

Each the Best of Its Kind

H. B. Rouse & Company

Chicago, U. S. A.

The HOUSTON POST

The National Daily of Texas

¶ For almost 30 years The Houston Post has been the best newspaper in Texas and of the foremost few in the Nation.

¶ The Post is sold for $9.00 per year by carrier and $8.00 by mail. This evidences its quality of circulation.

¶ Each year it maintains its commanding lead in advertising run and advertising gained when compared with its contemporaries in Chicago, New York, St. Louis, or Philadelphia.

¶ The Post has most of the best in every Texas Newspaper thing.

The Post's circulation growth accords with the State's increasing population. For the three months ending December 31, 1913, this increase was 3253 copies daily when compared with the same month in 1912. Nor has it been deemed expedient at any time to inflate the healthy normal growth to these generous figures with circulation making subterfuge.

Oct.	Nov.	Dec.
26,636	28,607	29,840
26,663	**s39,120**	29,670
26,701	28,339	29,789
27,080	28,346	29,650
s37,260	28,268	30,116
27,089	28,317	29,710
27,178	28,545	**s39,950**
28,218	28,577	30,195
28,586	**s38,747**	30,174
28,224	28,628	30,120
27,964	29,206	30,420
s38,110	29,426	31,180
28,079	29,505	30,816
28,131	29,721	**s39,360**
28,505	30,748	30,180
28,062	**s39,770**	30,820
28,135	29,627	30,216
28,318	29,150	30,840
s38,746	29,434	30,275
28,310	31,476	30,250
28,244	29,492	**s39,025**
28,289	29,930	30,414
28,581	**s39,720**	30,334
28,403	29,803	30,940
28,562	29,650	30,430
s39,890	29,435	30,260
28,227	29,741	30,580
28,412	29,640	**s39,770**
28,312	29,598	30,280
28,281	**s39,280**	29,830
28,556	.....	29,800
909,752	929,846	975,234

FOR THREE MONTHS

Daily Average . . .	30,596
Sunday Average . . .	39,134

Texas Has a Great City Newspaper at DALLAS—the Dallas Times Herald

The buyers of Advertised Goods in Texas do not live on the Farms—the City Texans spend the money in response to Foreign Advertising.

These City Texans, the Spending Population, backed by a big share of Texas' $600,000,000 crop, are eager to read your message in the advertising columns of their City newspaper—the

Dallas Times Herald

Minimum Local and Foreign rate 56c per Inch

E. J. KIEST, Pres. and General Manager

S. C. BECKWITH SPECIAL AGENCY

Foreign Advertising Representatives

NEW YORK CHICAGO ST. LOUIS

THE RICE

HOUSTON, TEXAS

Headquarters for the Big Convention in April

600 Rooms
525 with Bath

European
$1.50 and up

A popular hotel because of its central location, high class service and the uniform courtesy of its employes

HOMER D. MATTHEWS, Manager

Auxiliary
Newspaper Feature Service
of the Better Class

in form of

Copy
Mats
Stereo Plates
Printed Sheets

Western Newspaper Union
HOUSTON
and Everywhere

Miller & Orem
Typesetting Co.

The South Texas Printers'
Supply House

Inks
Type
Supplies
Machinery

Linotype and Monotype Composition
for the Trade

1116 Franklin Ave., Houston, Texas

We may not have the largest plant as floor space is measured, but in modern, up-to-date equipment, in scientific arrangement, in efficiency of organization, in high class work and prompt service, we stand absolutely at the head of our profession in the Southwest, and in these essentials are second to none in the United States.

We Print School Books, Code Books, Technical Books, Histories, Directories, Memorial Volumes, Magazines, Novels, Newspapers, Etc.

We design and write Advertising Booklets, Pamphlets, Catalogs, Folders, Etc.

We print Letter Heads, Envelopes, Office Forms, Loose Leaf Specialties, Blank Books, Labels, Etc.

We do Steel and Copper Plate Engraving, Embossing, Color Printing and Lithographing.

REIN & SONS COMPANY
Franklin Ave. and Travis St.
HOUSTON, TEXAS

THE HOUSTON CHRONICLE'S RECORD

A Gain of 1,114,422 Agate Lines in 1913

For the first nine months of last year the Chronicle stood second in advertising gains, compared with records made by leading newspapers throughout the United States.

The gain in circulation was 25%. In December, the closing month of the past year, the average daily circulation was 37,227, with a Sunday average of 45,632, a gain for the corresponding month of the preceding year of 5,266 daily and 8,711 Sunday copies.

Times Are Never Hard In The Houston Section

Houston is the sixth city in the United States on per capita bank deposits. Statistics show cash on hand in Houston banks equivalent to about $500.00 for each inhabitant. Houston is the greatest inland port cotton market in the world, her annual receipts exceeding three million bales, of an estimated value of $225,000,000. Houston is the largest export lumber market in the world. Houston is centrally located as to the handling of oil from Texas and Louisiana fields and is similarly situated with respect to the Rice Crop. Houston also derives large trade revenues from fruit and truck, cane and cattle. The only sugar refinery between New Orleans and San Francisco is located in a suburb of Houston. Besides manufacturing the Texas cane crop this refinery imports millions of pounds of Cuban raws annually. Houston is general headquarters for seven of the seventeen railroads centering here. The machine shops of five of these lines are located here. Millions of dollars are paid out here annually to 8,000 men on the pay rolls of the various railroad companies. Houston, according to federal statistics pays higher wages than any other city in Texas.

The Houston Market can be reached by advertisers through the medium of The Houston Chronicle at a rate per thousand readers that is lower than is the general average for advertising, per thousand readers, throughout the United States.

THE HOUSTON CHRONICLE is a State Leader in circulation and a National Leader in volume of advertising and in monthly and annual gains.

STANDARD HIGH SPEED AUTOMATIC JOB PRESS

THE JOB PRESS THAT AUTOMATICALLY PRINTS TWO SEPARATE JOBS AT THE SAME TIME

The STANDARD in an Inland City

Elyria, Ohio, is a small city of 15,000 inhabitants in the Northern part of the State of Ohio. It is a typical Inland City, where a printer is called upon to print a wide variety of commercial job work.

A STANDARD HIGH SPEED AUTOMATIC JOB PRESS has been in successful operation in the plant of F. S. Reefy & Son, of Elyria, for a period of two years and a half, and what the STANDARD has done in this plant, and why it is the best press for the printer in an Inland City is told by Mr. Reefy, in a recent letter, which is printed to emphasize the fact that the STANDARD is the most practical and profitable Job Press for the job printer—big or little—large or small city.

The Elyria Democrat

F. S. REEFY & SON, PROPRIETORS

JOB PRINTING OF QUALITY

ELYRIA, OHIO

December 1, 1913.

Wood & Nathan Company,
New York City.

Gentlemen:--

BUILT FOR HARD SERVICE

We have had in operation in our shop one of your Standard High Speed Automatic Job Presses since April, 1911. During that period--over two and one-half years, we have had the very best of service from the press. It is made for hard service and its two and one-half years' work has not in any way affected its ability to deliver at high speed work of the highest quality.

QUICK MAKE READY

It is an ideal press for all work that goes on a platen press and when a man gets used to handling it, jobs can be put on and gotten ready in almost the same time as on an ordinary platen press. If the material in the office is in condition, it is astonishing how quickly the press can be running after a job is put on.

SHORT RUNS PRACTICAL

Runs of 500 are entirely practical, and you find after awhile most all the work is put on the press without regard to the size of the run and with no loss of time on short runs because the press finishes the job quickly even if it should take a little more time for make-ready.

CONTINUOUS RUNNING

There being so few trips of the impression with the automatic feeding device the press actually delivers close to the maximum capacity.

The automatic feeder gives no trouble to the pressman when he learns how to manage it for different kinds and weights of stock. The automatic registering device insures accurate feeding. The automatic parts of the press are simple and will not get out of order if the press is intelligently handled.

EASY TO OPERATE

We have used the press for all kinds of work from postals to posters and always marvel at the ease with which it gets away with it after it is started.

PRINTS POSTALS TO POSTERS

Its speed makes it possible to do away with the setting of two forms in many instances where under ordinary practice "two on" are run. We run our press about 2,800 an hour on average.

HIGH SPEED

It is a very practical press for any office which has a goodly amount of platen work and it will build up a shop's business because of the fact that it makes it possible to deliver a good-sized order in a brief time, and the work is absolutely high grade if the pressman is a good man.

BUILDS UP BUSINESS

One press will be a good investment in a live shop and where there is work for two or more they will certainly be big money-makers.

A GOOD INVESTMENT

We unhesitatingly recommend the STANDARD to the printer who wants a machine that will materially increase his output and decrease his worry over poor feeders and slow ones.

DECREASES WORRIES

As to whether he can afford the expenditure, that is a matter of simple calculation. Put against the press all the legitimate charges and he will find it a consistent, steady money-maker if it is kept reasonably busy.

CONSTANT MONEY MAKER

Very respectfully,

F. S. Reefy & Son,

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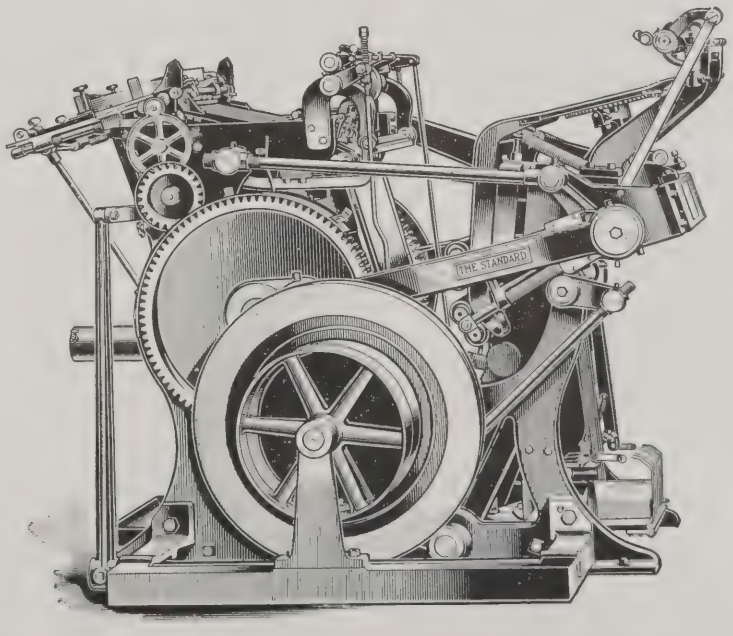

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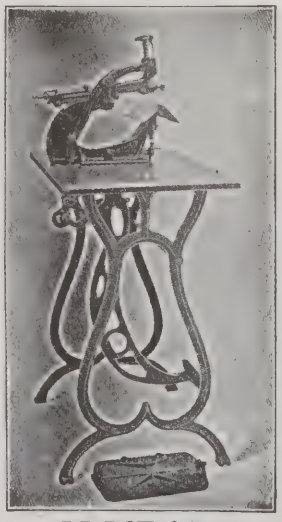

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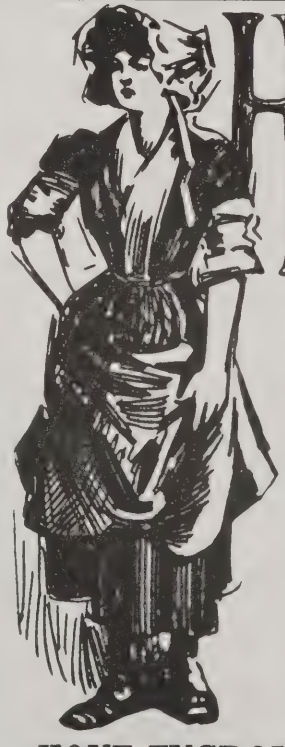

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THE DALLAS NEWS

It is not intended here to go into any especial discussion of this paper or its business, but rather to speak of its mechanical equipment, that tells most convincingly of its great business success and how the increasing demands have been met.

A visit to the building and a trip of observation through the different departments proved instructive as well as pleasing.

The building is three stories and basement, but these stories are so high as to make the height equal to that of a six-story building nearby. The entire plant occupies one-half of an entire block. The plan of the building throughout is designed to secure light, healthfulness, convenience and comfort. It is of fireproof construction, with vacuum-cleaning system built in, and automatic sprinkling equipment throughout.

As indicated, the ceilings are extra high, particularly in the basement and top-story. There are nineteen different floor levels and a liberal and up-to-date equipment of passenger and freight elevators. The design and arrangement of the structure was perfected after thorough study, the architect having visited the best offices in different parts of the country, while perfecting the plans. The arrangement is for the forwarding of the work without loss of time or motion on the most approved lines of efficiency.

The basement is used exclusively for the power department and paper storage room, with two large tubular boilers, cross-drum type, two large engines and generators. All the power used for driving machinery is generated in the plant. The paper storage room is equipped with two sidewalk elevators, for lowering paper; tracks and special machinery for moving the large rolls about from place to place.

On the first floor are found the press-room and city distribution room. In the press-room are two latest type Goss Sextuple presses, one Hoe Sextuple and one Walter Scott press. In front of each press is a horizontal paper conveyor, total capacity of each being 72,000 papers per hour. One vertical conveyor, for carrying papers into the city distribution room is immediately in front of the press room. A pneumatic plate drop extends from the stereotype department, on third floor, for bringing down plates. The capacity is six plates per minute. The presses are suspended on steel beams, allowing for play directly underneath them, in the paper storage room below. The paper is hoisted up directly under the press.

The second floor is used for job department and mailing room. No commercial job work is done. The mailing department in the rear is over an alley-way below, and chutes for mail sacks and packages send papers down to alley-way below, ready for placing in wagons which drive up in alleyway and turn in an open court. There are four chutes to the alley. Horizontal conveyors to unload papers on stages, automatically, are an important part of this equipment.

The third floor is used for composition department and stereotype department. The latest Keystone equipment is in use in the composition room. Twenty-one Linotypes are kept busy. Overhead make-up banks, six individual work-stands in ad department; latest dump and correcting bank; latest model electric proof-press and page-proof press add to the speed-attaining and labor-saving devices.

The arrangement of equipment is such that work is facilitated and lost motion obviated. The stereoptype department is equipped with latest Hoe stereotype equipment, including Matrix-rolling machine, compressed air steam tables and melting pot and other machinery for flat casting, also a Double-Junior Autoplate and Autoshaver, with maximum capacity of six plates per minute, finished completely.

THE GALVESTON NEWS

Galveston, Texas.

The Galveston News was established in 1842 and is the oldest paper now published in Texas, and the only one published without intermission since its foundation. The paper has been controlled by various owners until taken by Willard D. Richardson, with whom Col. A. H. Belo, shortly after the Civil War, associated himself, the firm name then being changed to Richardson, Belo & Co.

Mr. Richardson retired in the early seventies, when Messrs. Jno. J. Hand and D. C. Jenkins were admitted to partnership, the firm name being changed to A. H. Belo & Co. Incorporation under the same name followed in 1881.

Since 1884, the News has occupied its present quarters. The building is owned by the corporation and occupied solely by its different departments. In 1912, a thoroughly fireproof annex was erected, adjoining the main building in which are housed the city circulation, engraving and power departments.

The main building in its time was one of the handsomest and most substantially built structures in Galveston. It was erected by day labor and was of unusual strength, the outer walls being two and one-half feet thick. During the awful storm of 1900, the only damage sustained consisted of a few broken window panes. Although only three stories in height, it is higher than most buildings of four stories. It is excellently lighted and ventilated, the business departments and press room being located on the first floor, editorial and mailing rooms on second and composing and stereotype rooms on the third floor.

In 1885 the management established the "News" at Dallas, 315 miles distant from Galveston in Northern Texas. Its success was instantaneous and phenomenal and today the "daughter" outstrips the "mother" (as the two papers are affectionately known to Texans) and is conceded to be the leading paper of the Southwest, both in point of circulation and prestige.

It was not merely a desire to seize a business opportunity that led to the establishment of the Dallas News. It was no less due to the ambition to maintain the character and influence of the News as a State institution. This could be done only by printing substantially the same paper in opposite ends of the State. Distance made it impossible for the Galveston News to serve North Texas and the immense area of the State over which the population had expanded put hundreds of thousands beyond its reach. These considerations and the difficulty and cost of gathering from a single base of operation, the news of a State larger than the German Empire were too great to make the attempt practicable. Hence there were journalistic as well as financial reasons for establishing, within seventy-four miles of Red River, another base of operations from which to carry on the work of publishing a newspaper that could literally serve all Texas.

The wisdom of that idea has been abundantly vindicated. With what is virtually one newspaper published in duplicate at almost two opposite ends of the State, the News is able to reach fully three-fourths of the State's population before noon. By nightfall of the same day of publication probably four-fifths of the population of Texas are able to read the News.

Other advantages than this accrue from this duality. One of them is the greater facility and greater economy of gathering the essential news of Texas. The News relies only on its own correspondents, with the result that it can exercise perfect supervision over its news columns. It is largely because of the supervision it is thus enabled to exercise that the News has won a reputation for reliability. It has sentinels under its own discipline and subject to its exclusive direction in every city and town in Texas; and in addition to this army of correspondents it has staff men stationed throughout Texas and in Oklahoma at points which enable one or more of them quickly to reach any point where there is an outbreak of extraordinary news.

It is largely because of this organization that the News has been able to earn and maintain its high reputation. Because of the fact that it has homes in opposite ends of the State and serves every section of the State, it would be impossible for the News to become provincial, even if it were tempted to do so. Serving so many localities and dependent on the patronage of such diverse peoples, the News is compelled to regard the whole field of human interest as its proper province. In a State so large and diverse as Texas the danger of becoming provincial or sectional is particularly great; but the fact that the News is as equally at home in North Texas as in South Texas and the further fact that it circulates as easily and as widely in East Texas as in West Texas constitute reasons which render it impossible that the News should have a constricted interest or be biased, in its opinions, by local prejudices.

The prosperity of the News has been uninterrupted. It has acquired a financial strength that is the surest guaranty of independence. It is able to impose on both its news and advertising columns whatever censorship its sense of right and propriety may prescribe, and it has been able to form and express its editorial opinions untramelled by the fear that it might affront a mood of the moment. The News has the largest newspaper-making plant in the South, and one of the largest in the United States; it has one of the largest and most expensive staffs in the country. But the News cherishes neither nor both of these so much as it cherishes its intellectual independence—the independence which enables it to reject the advertisement that is repugnant to its sense of propriety; the independence to consign to the wastebasket the news "story" which it thinks ought not to be intruded into the homes of its readers, and the independence to express its opinions, even though that expression should collide with the opinion of the majority.

The News enjoys not only the admiration, but the confidence of the people of Texas. They know that they can put it into the hands of their wives and daughters without fear that they will see aught in it to make them blush, and they know that the News is inspired by a loyalty to Texas and a fidelity to its own opinions that guarantees the worthiness of its purpose.

In politics the paper has always been independently Democratic, clean and essentially a home paper, it rejects all objectional advertising and its advertising columns are as closely watched as are its news and editorial columns.

In its field, it is generally recognized to always fairly and impartially report both sides of any question in its news columns, and even those who do not always agree with its editorial opinion, admit and admire this fact, and read it for that reason.

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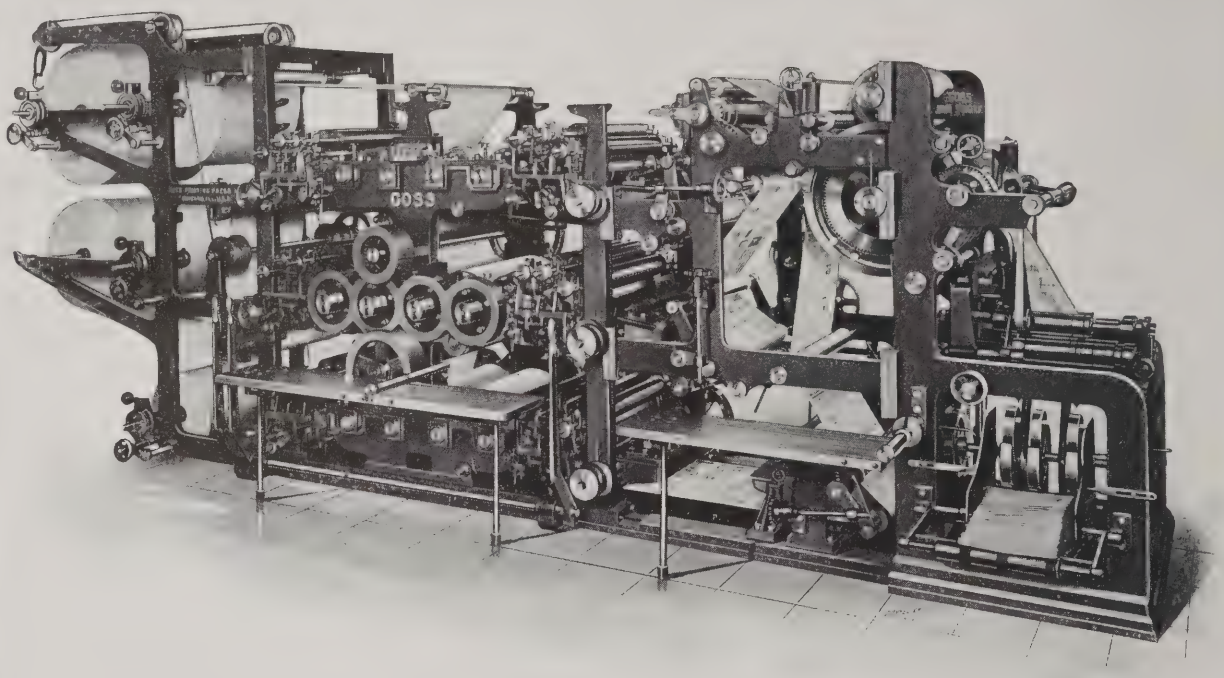

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NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES
Volume Thirty-Two | Chicago, February, 1914 | Number Two

Two January 1, 1914, Editions—Interest, Enthusiasm, Improvement and Progress

HUMAN interest and enthusiasm in and for all home affairs, business, industries and institutions are large elements of success in a newspaper. Interest and enthusiasm should be manifested every day in the year and should culminate in special issues on special occasions and in annual business and industrial numbers at the beginning of each year.

The coming of a new year is an important event and should be magnified and featured for the good of all. It pays men and communities at this time of the year to review the past, to take an account, to note defects, to study needs and to emphasize worthy attainments.

Among the ideal papers to reach our desk at the beginning of this year of 1914, under date of January 1st, are two that we have chosen, to notice briefly, as indicative of the interest and enthusiasm which we have had occasion, very frequently, to commend: The Waterloo Reporter and The Moline Daily Dispatch. The first comes from the State of Iowa, which by reason of enterprise, educational facilities and progressiveness, has been so frequently called "The Massachusetts of the West," though Kansas, Minnesota, Nebraska and other States of the Middle West and of the Pacific Coast are worthy of like designation, if they have not, of late years, far outstripped the traditional culture, enterprise and worthy attainments of the Old Bay State. The other, The Moline Daily Dispatch, has its home in one of the progressive cities of Illinois, the State of Lincoln, noted for its wealth, industrial and commercial attainments, as well as for furnishing the Greatest American, the noblest-hearted man of all ages.

The Waterloo Reporter records, for its city the "Greatest Building Record of Any Year of Its History," and shows very gratifying progress in all other lines in this great forty-four page edition. It makes a hit in its "Master Photo-play Film" that is reproduced herewith.

FORTY-FOUR PAGES TODAY

The Waterloo Reporter

PART THREE NEWS SECTION PAGES 11 20

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1914

"GOOD RESOLUTIONS"

HORRORS OF WAR SEEN ON BORDER

DEATH TOLL OF FEDERALS AT OJINAGA ALREADY REACHES SIX HUNDRED

BATTLE STILL RAGING

UNCLE SAM'S EXPERTS HOT AFTER GERMS

GOVERNMENT HEALTH PATROL EXPERTS BIG YEAR'S WORK

FIGHT IS FAR REACHING

A Half Page from the New Year's Edition of the Waterloo Reporter

The faces of the great audience are all turned toward the new year and "Good Resolutions" with an earnestness of expression that reveals the recognition of new opportunities and worthy determination to see, understand and to make the most of these during the unrolling of twelve reels of the coming months. It is the "thirty-first annual improvement number."

The total expended for new buildings and improvements is summarized as $4,390,731—over three million going into private improvements, among which were 455 new dwellings and four apartment houses. These are all enumerated by city wards and the article illus-

trated by two dozen views of the handsome new homes. Among the other improvements are: "A great mercantile structure that rivals any similar institution in cities twice and thrice the size of this; a magnificent hotel, the first in the state; a splendid bridge, spanning the river; a score of substantial business blocks; fine paved streets, sewers and new sidewalks; greater facilities and conveniences in public service of street car, light, power and inter-communication over the telephone."

It is a very satisfactory showing, with the facts gathered with great accuracy, industry and care and worthily presented in text and illustration.

The Reporter was established by Hon. Matt Parrott, a Past-President of the National Editorial Association, and now is conducted by his two surviving sons, one of whom, W. F. Parrott, was for several years Secretary of the National Editorial Association and is personally known by editors throughout the whole Republic. The paper is worthy of its founder and the beautiful city it so well represents.

The paper's Happy New Year wishes must have found fruition among the readers through reading of the general prosperity and of all the wonderful accomplishments so thoroughly set forth in the pages of the Reporter.

The editor says: "Happy New Year sounds cheery and when sincerely spoken has a world of meaning. To wish one happiness is to wish one all that life can hold." The people of Waterloo evidently have all that life can hold of prosperity, abundance, ideal homes, beautiful, healthful surroundings, public utilities, fine streets, parks, schools, churches, remunerative employment, profitable industries, and conveniences of transportation and travel. To bring the people to a realization of all these things and other unenumerated advantages, could but result in bringing a happy new year to all.

This is the mission of a good newspaper all the time.

The Moline Daily Dispatch gives the record of "sixty years of progress" and shows a very handsome first cover page, the upper half of which is here reproduced. Some of the elegant prospective buildings of the city, that are to become realities in 1914, are shown on the second page of the cover—a new Rock Island Depot, Nurses' Home, New Manufacturers' Hotel, New High School and a Merchant and Mechanics Bank Building.

It is a splendid forecast or foretaste of great things to come in harmony with the recorded accomplishments of the past.

At the bottom of the first cover page is given a bird's-eye view of Moline in 1854—a little village with scattered one and two-story frame cottages. Moline is shown to have been "a city of wonderful destiny from the start," but no one could have foretold from the beginning anything of the great industries that have

Reproduction of the Upper Half of the First Page, Moline-in-1914 Edition, Moline Daily Dispatch

developed, for many of the manufacturing industries that contribute to Moline's greatness and wealth were then unknown.

Such an issue of a newspaper gives much solid pleasure through bringing to mind, in the midst of what are considered present-day discouragements, all the wonderful advances that have been made. Here an old citizen, Deacon Anson M. Hubbard, tells of a celebration sixty years ago, over the coming of the first railroad to the Mississippi River and of the years before, away back to 1836, when he moved, a boy of eighteen years, with his parents, to Iowa and who, now, at 95 years of age, is alert, bright and happy. Mr. Hubbard was the director of the band that played at the celebration sixty years ago.

How privileged are the makers of newspapers in being able to bring forth things both new and old from day to day, from week to week and from year to year, for the delight, instruction, encouragement and inspiration of all the oncoming readers. One object had in view in this article is to show how inexhaustible are the never-failing resources from which to draw, so that, at no time, need the pages of the worthy newspaper be lacking in "good stuff," dull or otherwise than rich in all that touches human life and human interest.

One of the agencies for the City's Upbuilding, of which the Dispatch tells, is known as

the "Greater Moline Committee." Every city should have such a committee or better still, every community should be organized into round-tables of "Citizen Conservators of the World," all bent on promotion of the interests of each and all and working for universal independence of the individual and the well-being of the whole world.

This model "Greater Moline" Committee of which Arthur G. Brown is Secretary, is defined as an organization through which the will of the people is expressed and it is the general clearing house of our organizations which are working for greater things and better conditions. These organizations, from which the Greater Moline Committee receives its chief financial support are the Moline Commercial Club, the Tri-City Manufacturers' Association, the Moline Realty Exchange, and the Moline Retail Merchants' Association.

The committee works for better homes, a more desirable place in which to live, better housing conditions, better hospital provisions for the care of the sick and the injured, better streets and roads, better transportation facilities, better community spirit, new and profitable industrial plants giving adequate wages, better and greater things from every standpoint. The newspaper helps by telling about, explaining the way to and encouraging in the seeking after all these betterments.

The portraits of the thirty members of this committee are given on one full page of this issue.

The value of the manufactures of Moline for 1913 amounted to the neat sum of $37,602,311. The city has grown forty-two per cent in the last three years and the Dispatch expresses the belief that the population mark of 100,000 will be reached in 1923.

The editor, while pointing out all the greatness in wealth, industries, worthy institutions and growth, asks and answers a very important question, as follows:

But are there not great things other than these to which she should aspire? Why not a City Beautiful—a city that is beautiful because it is clean, because no portion of its shower of dollars is poured into channels of vice and uncleanness; because the men and women of the city are so noble, so clean-spoken, so clean in action, and so careful to rear their children aright, so careful to put temptation out of the way of youth, that sight of a swearing, swaggering, cigaret-smoking youth of 14 to 18—now so common as not to create comment—would be unknown; a city that is beautiful and clean because it has no red lights to beckon young men to dissipation, they in turn to lead young women to folly; a city that is beautiful because there are no drunken fathers to so neglect their wives and children that the Christmas and New Year holidays are cheerless in bare homes; a city that is beautiful because women and children may pass up and down its business streets without fear of volleys of profane and indecent language assailing the ears, or of tobacco juice besmirching the clothing?

Let every newspaper work for the industrial and commercial prosperity of its community, city, county and state, but not neglect these weightier matters. Wickedness, vice and intemperance builds no permanent prosperity, no enduring city. There may be successes in spite of these things, but they produce nothing of value, but are the sources of waste, disease, impoverishment and death; their largest dividends are paid in accumulating woes, and if there be any other dividends, a tenfold return is levied in the maintenance of asylums, reformatories, hospitals, police courts, jails, penetentiaries, alms, poorhouses and charitable institutions. Besides these, the wasting and destroying of human lives involve a direct money loss in which the public shares. The people pay for all the expenses of government and all public improvements that make life possible and secure and for all the schools for the education. On an average every man has cost directly and indirectly five thousand dollars to bring into the world—for the full cost of his parents before him must be counted—to care for, house, clothe, feed and educate. He should certainly pay over and above his own living and the support of his family, six per cent on the amount invested in him, to add the support of all public institutions and to the permanent wealth of the country. If his ability to meet his obligations, to produce even as a machine, perfect and paid for, in raising and development, there is just so much actual money loss, amounting under present conditions to billions of dollars annually in the grand aggregate.

Aside fom all moral questions, the public and the press has a right to strive for the prevention of this great loss. No man has a right to destroy himself by intemperance or vice. No man has a right to disregard the obligations that exist by reason of his existence. It is not interfering with private rights to insist, by law that a man shall keep himself in condition for, and render, service.

The public claim for service or reasonable return rests on every person that has reached the age of maturity. We are all debtors to the people of the age in which we live. The idea that intemperance or vice is a personal matter, is a wrong idea. The man who does aught to destroy his powers of service is an offender not only against himself, his family and his God, but against his community, against the people, the city, the State and the Nation.

KANSAS PUBLISHERS AND PRINTERS TO STUDY THEIR BUSINESS

Kansas publishers and printers will take a week off in May to go to school at the State University, according to the plan of the executive committee of the State Editorial Association. The committee unanimously endorsed a proposal to hold a four-day session attending University classes before going to the regular meeting at Manhattan Friday and Saturday, May 15th and 16th.

Simultaneously with the editorial short-courses, a National Journalism Conference will be held at the University at which prominent state and national editors will lead discussions on newspaper questions.

Special courses in such subjects as "Cost-Finding and Efficiency," "Advertising and Circulation," "Newspaper Costs and Typography" and "News" will be given and the editors will spend four hours each day in the classroom studying modern newspaper methods. After the morning lectures from 8 to 12, the editors will take part in discussions on publishing problems. A national figure in journalism will make an address each evening.

"This conference is important in two ways," writes Merle Thorpe, professor of journalism. "It is the first time a University has offered a short course to a state's editors to say nothing of its being the first time a state's editors have accepted such aid. In the second place the conference is important in that the greatest newspaper men in the country will meet and discuss the questions affecting the press which are on everyone's tongue. Is the press free? Should it be regulated as a public utility? Do the 690 millions spent in advertising last year affect the price of living?

"Seven state legislatures proposed drastic laws for the control of the newspapers last spring and there are four bills before Congress looking to the restriction of the press; one to make the Associated Press wires fall under the commerce commission, another to forbid the papers of the District of Columbia the publishing of the details of crime. Literally every month the libel laws of the country are construed more and more in favor of the plaintiff; one state supreme court has held within the year that court testimony, time-honored as 'privileged publication' is no longer privileged."

⌘ ⌘

CIRCULATION PROMOTER JOINS PREMIUM EXPERT

Mr. F. M. Ball, circulation promoter, has joined S. Blake Willsden, the newspaper premium expert, in Chicago. Mr. Ball began his newspaper experience under the guidance of F. E. Murphy, of the Minneapolis Tribune, one of the best known circulation managers in the United States. After having had charge of both city and country circulation on the Tribune, Mr. Ball went to the Capper Publications, of Topeka, Kansas. During that time he made splendid gains on every paper belonging to Mr. Capper and especially successful in pushing circulation on the Mail, Breeze and Daily Capital. Severing his relation with Mr. Capper in the fall of 1910, Mr. Ball went into the work of circulation engineer, and revised and perfected the system of several well known newspapers throughout the middle west. For the past two years he has been in charge of the promotion department of the Crowell Publishing Company, New York City. Mr. Ball's experience in the newspaper field has been wide and varied, and he thoroughly understands all problems which face both circulation and business departments. October 15th he went to Chicago and entered into partnership with S. Blake Willsden in the Newspaper Premium and Specialty business. One of the unique ideas that these two men will feature is the development of a service department for publications of all kinds. In addition to the sale of premiums, campaigns will be outlined for circulation departments and advertising copy will be furnished for the plan recommended. Both Mr. Willsden and Mr. Ball will co-operate in the engineering of subscription campaigns. Mr. Ball's experience as a successful circulation manager and Mr. Willsden's experience as a successful salesman, go hand in hand, and equips them well for the work they have outlined.

⌘ ⌘

J. W. BUTLER PAPER CO. MEN BANQUET

On December twenty-ninth, one of those happy events, that are becoming more and more general in business organizations, occurred in Chicago.

The program for the day (December 29th) consisted of a luncheon and entertainment at noon by the Chicago Sales organization of the J. W. Butler Paper Co., at which the traveling men were guests, and a banquet in the Crystal Room of the Hotel Sherman in the evening. The evening affair ended with an interesting and instructive stereopticon lecture on Paper Making and Selling.

Banquet of J. W. Butler Paper Company Men

The expression was unanimous that 1914 will be a prosperous year for printers in all sections of the country.

The group picture given herewith shows but a part of the entire J. W. Butler Paper Company's sales organization, as many of the outlying branch houses and foreign distributors were not represented.

⌘ ⌘

The Electrotypers Board of Trade of New York City have just signed a contract for two spaces on the Graphic Arts Floor of the National Printing, Lithographing, Publishing, Paper, Advertising and Allied Trades Exposition to be held in the Grand Central Palace, New York, April 18th to 25th, 1914. Mr. A Van Dyke, the enterprising Secretary of the Association, will be in charge and is making extensive arrangements to welcome the electrotypers to the booth and make them feel at home.

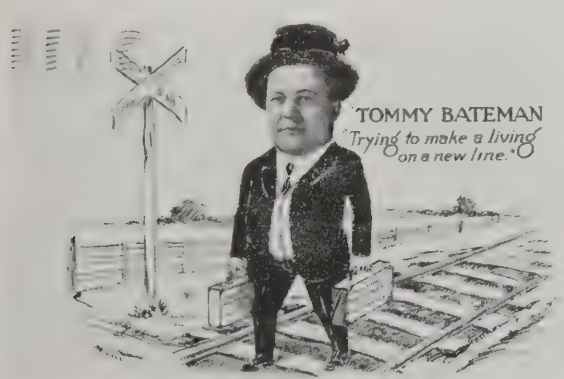
REVIEW OF JOB PRINTING

Address All Communications to E. S. HANSON, 538 S. Dearborn Street, Chicago

IT IS well to remember that the value of a piece of advertising matter, especially of the art variety, is greatly enhanced by sending along with it a little descriptive story in one form or another. For instance I have on my desk a January calendar showing at the top a reproduction of an oil painting in colors. Calendars of this general type are distributed every day, however, and this one would probably get no more than passing notice but for the fact that there is attached to the back, and folded over the front so that it will be sure to be seen, a slip of paper telling the name of the painter of the picture and something of its story. You know how it is yourself—you like to know the story behind a picture, to be able to tell it to your friends, to have it mean to you more than a mere product of the fancy. And then, again, this little slip before me announces that this is the first of a series of twelve which will appear during the year—one each month. The recipient is thus put in an expectant frame of mind and will be on the lookout for the others from month to month. Even the most ignorant of us like to think that we know something about art; it is a certain pride in knowing a little about a picture—even if it is only commonplace patter about a lithograph on a calendar.

✧ ✧

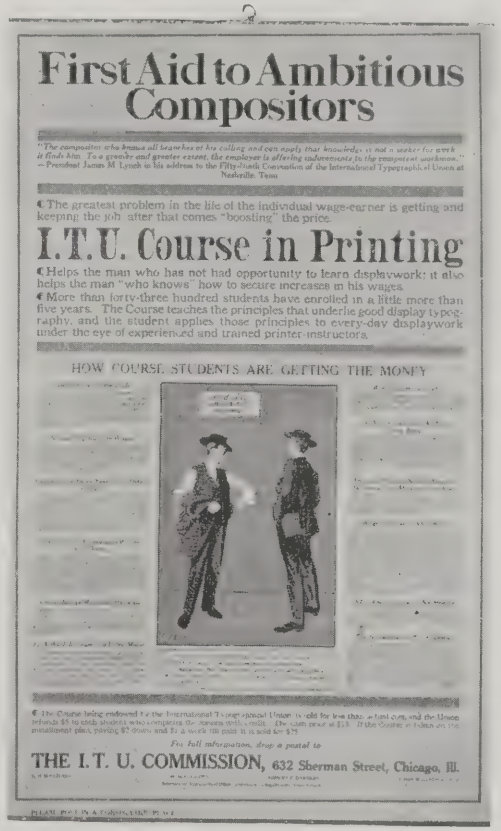
One of the best combinations of halftone and zinc portraiture which I have seen is this card



from "Tommy" Bateman of the Printing Machinery Company, Cincinnati, Ohio. The artist and the engraver have both done their work well.

✧ ✧

I do not know how wide a distribution is being made of a wall hanger which I have received from the I. T. U. Commission on Instruction, but for the sake of the cause I hope


First Aid to Ambitious Compositors

"The compositor who frames all branches of his calling and can supply that knowledge is not a seeker for work it finds him. To a greater and greater extent, the employer is offering inducements to the competent workman."—President James M. Lynch in his address to the Fifty-ninth Convention of the International Typographical Union at Nashville, Tenn.

¶ The greatest problem in the life of the individual wage-earner is getting and keeping the job after that comes "boosting" the price.

I.T.U. Course in Printing

¶ Helps the man who has not had opportunity to learn displaywork; it also helps the man "who knows" how to secure increases in his wages.

¶ More than forty-three hundred students have enrolled in a little more than five years. The Course teaches the principles that underlie good display typography, and the student applies those principles to every-day displaywork under the eye of experienced and trained printer-instructors.

HOW COURSE STUDENTS ARE GETTING THE MONEY

For full information, drop a postal to

THE I. T. U. COMMISSION, 632 Sherman Street, Chicago, Ill.

it is getting into a large number of shops throughout the country. It is in itself an inspiration as a piece of worthy typography, aside from the direct message which it carries.

✧ ✧

Horace W. Shepard, one of the editors and publishers of The Altus Times, Altus, Okla., sends me two circulars recently printed for two of the stores in that town. I am showing one of these as being the better of the two, although the other one is not to be condemned by any means. It does not, however, show the balance in the selection of type which is noticeable in this one. In the other circular, for instance,

the firm name at the bottom is the largest line. The line at the top is entirely inadequate; the words "Price Slaughtered" should be displayed in a large line across the sheet, and "Men's High-Grade Clothing" should also have prominent display. There would be plenty of space for such treatment, as the detail matter in the center of the sheet is spread out more than is necessary. On the sheet here shown none of these criticisms apply. It is so displayed as to

WANTED—Ten Experienced Salesmen. Apply at Once.

Big Ben

WILL CONDUCT A

Public Sale

AT

H. C. Russell & Son

West Side of the Square

Altus, Okla

ALL ABOUT BIG BEN

Your Railroad Fare Paid

Saturday, Nov. 29,

At Least $6,000 Worth of Goods Must Be Sold in 15 Days

At 9 a. m. Saturday, November 29

Give Merchandise Away

Store Closed ALL DAY Friday, Nov. 28

Crowds Can be Promptly and Carefully Served

THESE BIG BEN BARGAIN SPECIALS OFFER

AMAZING SAVINGS

OF VITAL INTEREST TO YOU

Saturday Nov 29 | Monday, Dec. 1 | Tuesday, Dec. 2 | Wed., Dec. 3

10 to 10:30 a. m. only

Goods Almost Given Away For One-Half Hour Every Day

Thurs., Dec. 4 | Fri., Dec. 5 | Sat., Dec. 6 | Mon., Dec. 8 | Tues., Dec. 9

Watch Future Advertisements For HALF HOUR SPECIALS AFTER DECEMBER 9

Here Are the Prices:

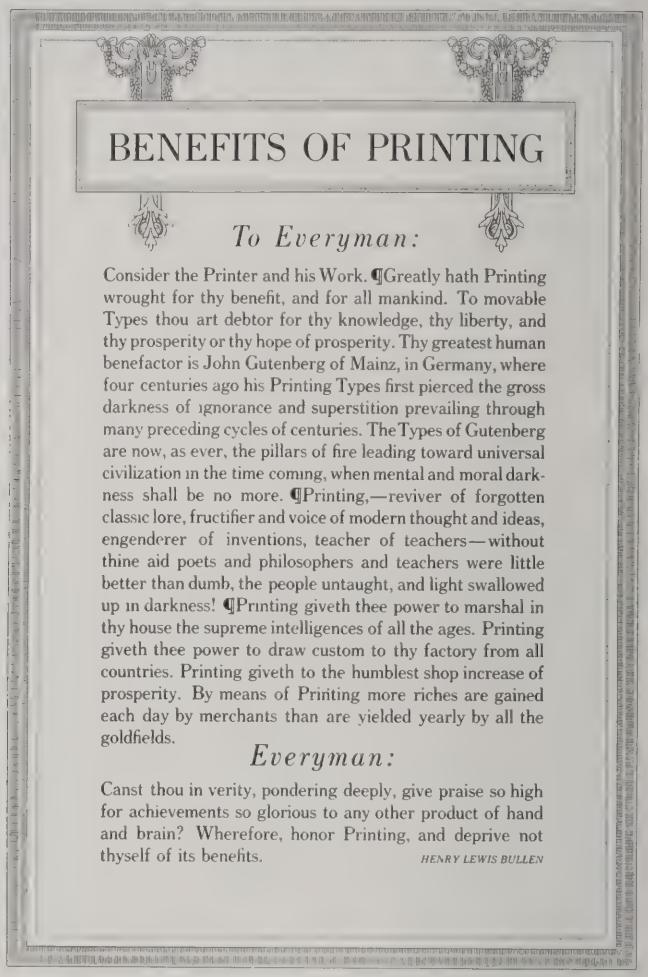
Your Satisfaction

FREE CERTIFICATES GIVEN AWAY

H. C. RUSSELL & SON, Altus, Oklahoma.

catch the attention and to hold it until the reader gets to the bottom. Notice particularly how, just as you think you have the nub of the story and can throw the bill away, something a little farther along catches the attention and tempts you to read farther. This I consider very good team work on the part of the advertisement writer and the printer. And when these two fellows get together for a common end they can do wonders. The clock people might object to the use of their "Big Ben" line, which I believe is copyrighted, but there is no denying that it makes an attractive line.

I like to run upon these little pages of display which serve as an inspiration to printers both because of what they tell and also because of the example of excellent typography which they set. This one is from the American Bulle-


BENEFITS OF PRINTING

To Everyman:

Consider the Printer and his Work. ¶Greatly hath Printing wrought for thy benefit, and for all mankind. To movable Types thou art debtor for thy knowledge, thy liberty, and thy prosperity or thy hope of prosperity. Thy greatest human benefactor is John Gutenberg of Mainz, in Germany, where four centuries ago his Printing Types first pierced the gross darkness of ignorance and superstition prevailing through many preceding cycles of centuries. The Types of Gutenberg are now, as ever, the pillars of fire leading toward universal civilization in the time coming, when mental and moral darkness shall be no more. ¶Printing,—reviver of forgotten classic lore, fructifier and voice of modern thought and ideas, engenderer of inventions, teacher of teachers—without thine aid poets and philosophers and teachers were little better than dumb, the people untaught, and light swallowed up in darkness! ¶Printing giveth thee power to marshal in thy house the supreme intelligences of all the ages. Printing giveth thee power to draw custom to thy factory from all countries. Printing giveth to the humblest shop increase of prosperity. By means of Printing more riches are gained each day by merchants than are yielded yearly by all the goldfields.

Everyman:

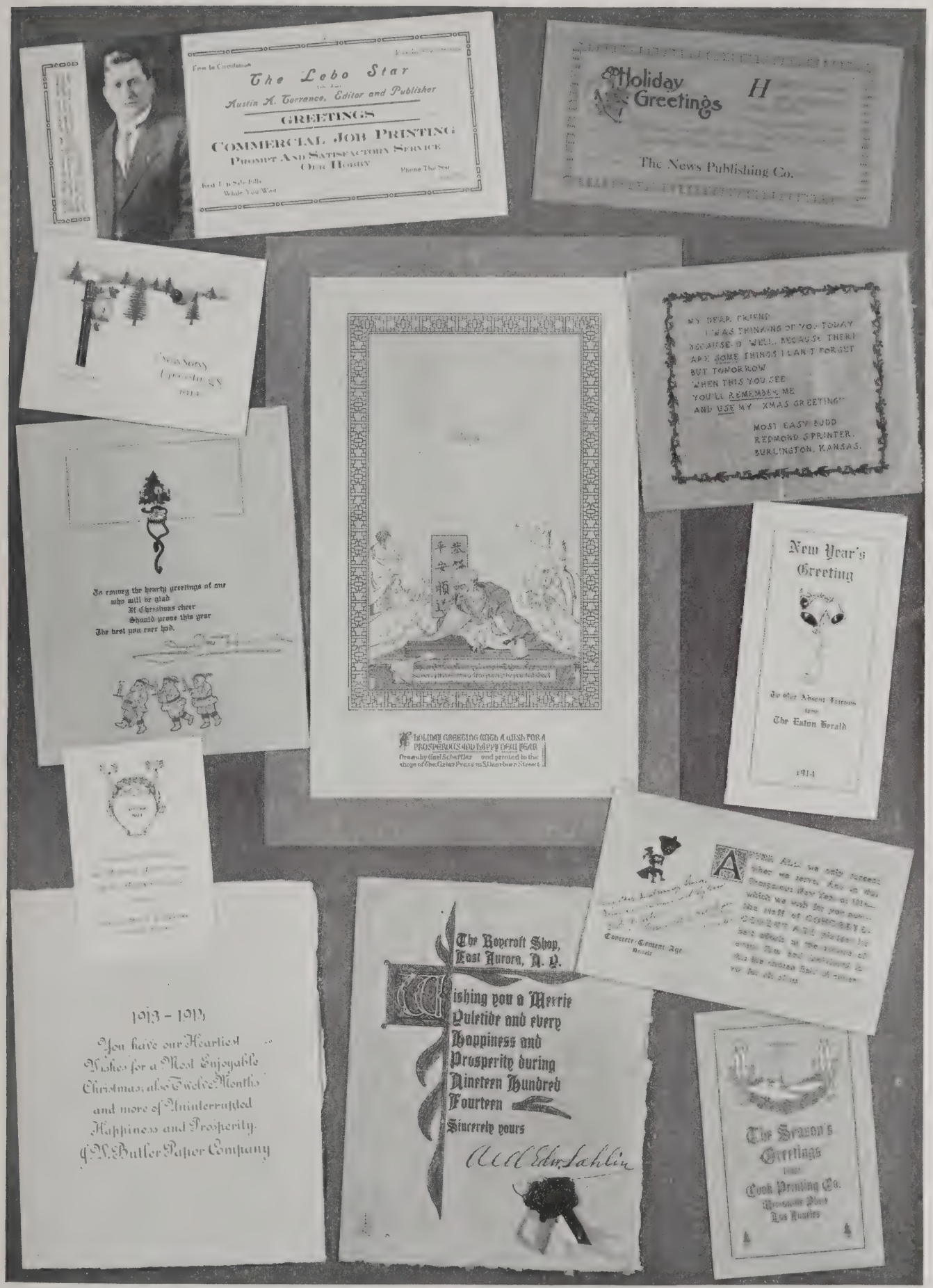
Canst thou in verity, pondering deeply, give praise so high for achievements so glorious to any other product of hand and brain? Wherefore, honor Printing, and deprive not thyself of its benefits.

HENRY LEWIS BULLEN

tin, published by the American Type Founders Company. I would commend to printers everywhere the admirable results to be secured through the use of lithotint rule, as exemplified in this and many other pieces of work which come from the founders.

✧ ✧

Did I mention once before a book sent out by the J. W. Butler Paper Company entitled "Character in Paper?" At any rate, if I did it is worth a second notice. Its primary object is to show the admirable printing qualities of Warren's Lustro coated book, which most of us who have been in the printing business for any length of time know already. For the man who buys printing, however, and who wants something to start his imagination to work in the design of handsome catalogues and booklets, this is ideal. The pages are given a uniformity and unity by a multiple-rule border in gold bronze. Aside from this the pages are widely diversified, in order to test out this pa-



A Handsome Page of Holiday Greetings

per for the benefit of the purchaser, on a great many different kinds of work. There are some handsome text pages, which are, of course, about Warren's papers; some three-color plates; halftones in a variety of subjects and finishes; and then two or three leaves of blank paper which you can tear out and try on your own work.

✧ ✧

Henry C. Daniels is a former printer who still has the heart of a printer, but who has been driven by circumstances into other work. He lives in Hartford, Conn., and was in the trade forty-five years, more than half of which time he was in business for himself in Hartford. Then in October, 1912, a blood vessel burst in his right eye, causing a blood clot to form at the junction of the two optic nerves. As a result he has only one-seventh his normal eyesight. And so he had to quit the shop, though he says he craves even yet to handle a stick again. But he is at work, with a jolly smile and an optimistic voice, writing songs. Two of these he sends me, "You Little Tuberose," and "Laugh, You Sour Face, Laugh." They certainly do not give one an intimation that the author is suffering the loss of one of his most useful faculties, and had he not told me in a letter I should never have known.

✧ ✧

I would commend to readers of this department as being worthy of careful perusal an article in the January number of System by Mr. Kendall Banning, entitled "Business Cards." Mr. Banning goes into considerable detail in his discussion of what a card should and should not be, and illustrates the article with a number of group illustrations of business cards, these ranging all the way from the severely conventional to the decidedly grotesque and bizarre.

✧ ✧

In the same issue of System is an article regarding certain features of the banking business, which brings one back to the fact already recognized, that the bank is losing much of its austerity, its stateliness and its cold and forbidding atmosphere, and is becoming more of a human institution. So far as the printer is concerned, this change of front is typified in the different printing which the banks are demanding. I believe I have taken occasion to criticize two or three bank statements which have been sent in to this department, as being out of harmony with the dignity of such an institution; but they were very likely only an expression of this change which has been mentioned. This department will be the last in the world to stand in the way of banks becoming human institutions. Our relations with them are few and far between, to be sure; but we are glad to have other people treated right.

✧ ✧

A recent issue of a house organ sent out by a first-class printer will not get the attention it deserves simply because it is printed on a paper which is not sufficiently opaque. What a mistake! No one cares to try to read more than one page at a time.

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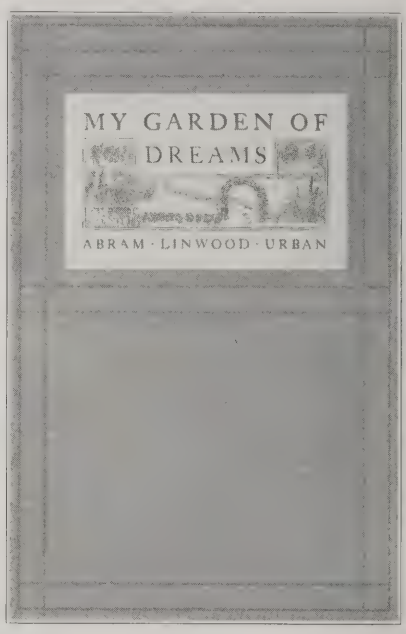
W. Arthur Cole, with the Wm. F. Fell Company, Philadelphia, sends a delightful volume for comment, entitled "My Garden of Dreams,"

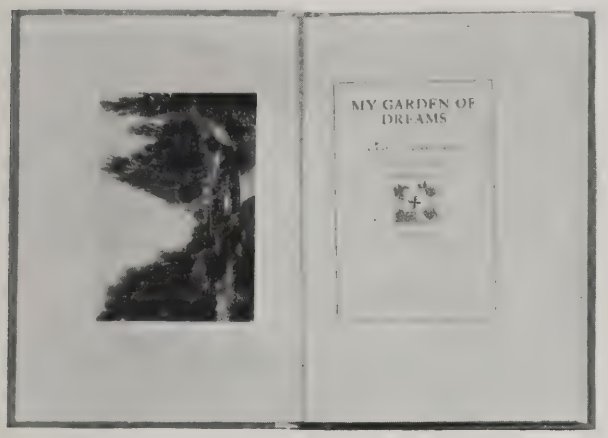


by Abram Linwood Urban, a companion volume to "The Voice of the Garden," which was commented on in this journal a year or more ago. The story of the book is told by the author in an epilogue which it might be well to quote:

Here ends My Garden of Dreams, the second in a cycle of three Books that have for a central theme "the garden as nature under cultivation and discipline" and in which the garden is treated as a symbol of spiritual and social evolution, the whole containing a philosophy of life. The first Book of the cycle is The Voice of the Garden, published in 1912 by the publishers of this Book. The third Book of the cycle is in preparation and will be named Garden Philosophy. My Garden of Dreams (like the others of the cycle) was written by Abram Linwood Urban. Illustrated by halftones from photographs and decorated by Grace Lillian Urban, the author's daughter, the whole was done into a Book for Thomas Meehan & Sons, of Germantown, Pennsylvania, whose large nurseries, founded in 1854 by the late Professor Thomas Meehan, have so greatly contributed to the growth in the American people of that love of gardens for which the book speaks. The typography and binding were designed and supervised

by the Service Bureau of the Wm. F. Fell Company, who printed the Book, the whole being done and completed in the City of Philadelphia, in the month of October and the year of Our Lord Nineteen Hundred and Thirteen.

The printing is on dull finish coated book paper, cream tint, the body of it printed in black, with running heads at the sides in green.

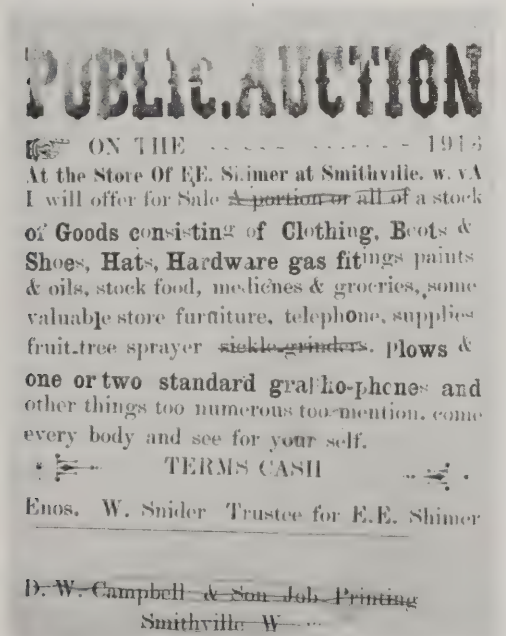


The decorations are subdued, and the whole effect is of appropriateness and restraint, as Mr. Cole says was the aim of the designers. The binding is with white parchment back, gray paper sides printed with a border design in olive green, and title printed in green on white and pasted on.

✧ ✧

Mr. E. S. Hanson, Chicago.

Dear Sir:—To prove that one of the printers who went into the Ark with Noah, in the time of the high water, is still living, and has part of the type he carried


PUBLIC AUCTION

ON THE 1913

At the Store Of E.E. Shimer at Smithville, W. Va

I will offer for Sale ~~a portion or~~ all of a stock of Goods consisting of Clothing, Boots & Shoes, Hats, Hardware gas fittings paints & oils, stock food, medicines & groceries, some valuable store furniture, telephone, supplies fruit-tree sprayer ~~sickle-grinders~~. Plows & one or two standard gramophones and other things too numerous too mention. come every body and see for your self.

TERMS CASH

Enos. W. Snider Trustee for E.E. Shimer

~~D. W. Campbell & Son Job Printing Smithville W. Va.~~

along with him, I submit the following poster which was sent to me some time ago to be used as copy for getting up another poster.

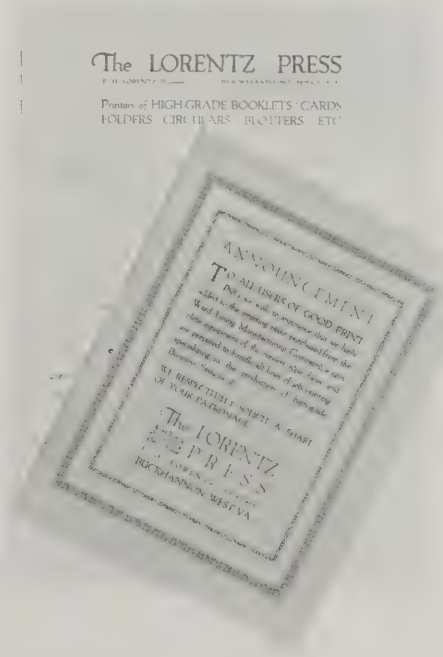
Yours very truly,

Grantsville, W. Va. R. L. HAMILTON.

It is a pity that there are not more really excellent printers in the world to fill the demand for such. Scarcely had the paragraph got into type for our last issue, announcing that Axel Edw. Sahlin was to go with the American Type Founders Company, when word came from that gentleman saying that he was at the Roycroft Shops again, Mr. Hubbard himself having insisted on his return. It is a pleasure to have one's ability recognized and appreciated; but as stated at the beginning of this paragraph, it is too bad that there are not enough good printers to go around. Some of you fellows who are doing the ordinary kind of work might take a "steer" from this and make an effort to get into the extraordinary class. There is always room where the big salaries are being paid.

✧ ✧

One of our old friends, P. H. Lorentz of Buchannon, West Virginia, has recently gone into business for himself, under the name of the Lorentz Press. Mr. Lorentz will make a specialty of high-grade business stationery, which he knows so well how to produce. This information is contained in a personal letter, as well as through the medium of a printed announcement, which is a marvel of elegance. It


The LORENTZ PRESS

Printers of HIGH-GRADE BOOKLETS CARDS FOLDERS CIRCULARS BLOTTERS ETC

ANNOUNCEMENT

TO ALL USERS OF GOOD PRINT

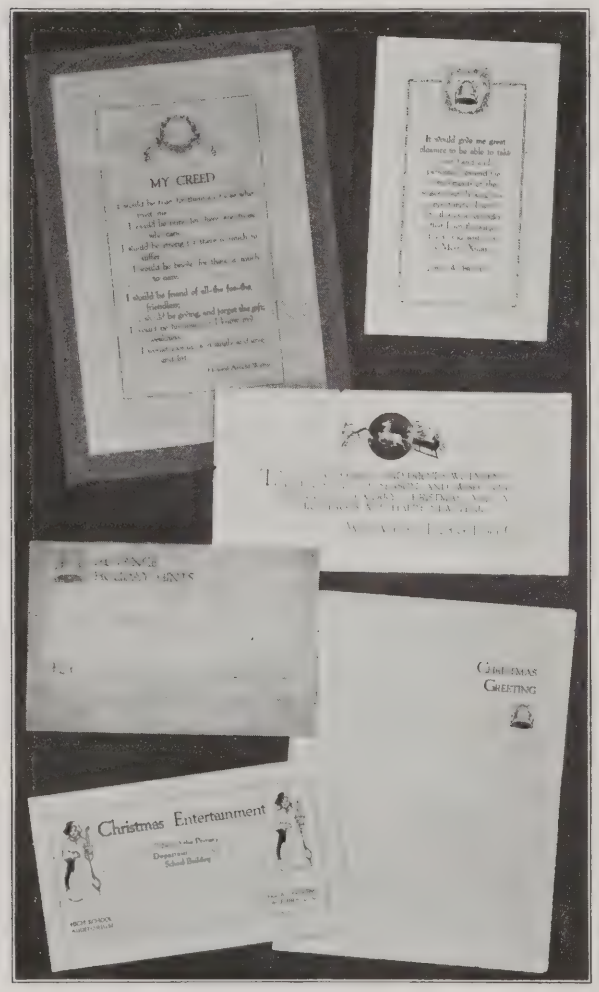
The LORENTZ PRESS

BUCKHANNON, WEST VA.

is printed on buff stock in black and green; the latter color is so light, however, that I am afraid it will not show up as it should in the half tone. The letter head also, while admirably adapted to the purpose for which it was intended, is of too soft a combination to take kindly to reproductive processes. I shall look

with much interest for some of the first work which Mr. Lorentz turns out for his customers. And I feel confident that he will build up a clientele which will stay with him year after year, irrespective of competition.

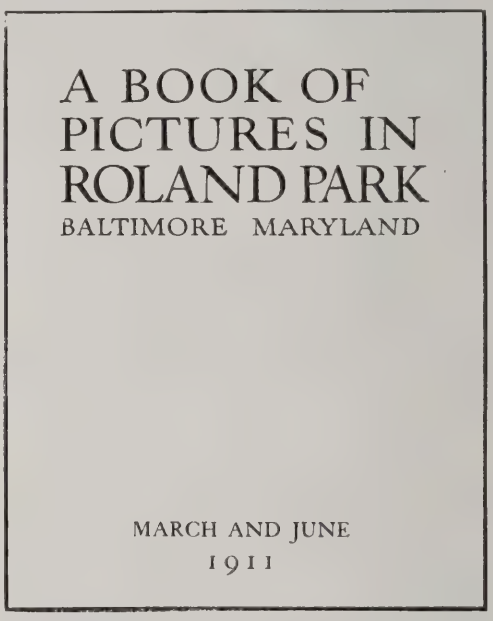
Later—Yes, here is something now, coming in even as I am writing. It is a bunch of Holiday work which Mr. Lorentz got out for some of his customers. Practically all of it is set in the Packard series, which harmonizes well with Christmas ornamentation and otherwise proves itself to be a most excellent face for this class of work. One of these is a handsome Christmas card gotten out for Mr. Norman G. Steltz of the American Type Founders Company, and with a steel make-up rule fastened to the center



by a red ribbon. The rule is engraved "Merry Christmas, 1913, Norman G. Steltz." A row of Christmas trees adorns the top of the card, and it is stated, among other things, that "It's a poor rule that won't work both ways;" also "The value is not in what we send—but the fact that friend remembers friend." Mr. Lorentz says he considers it "quite a feather in his cap" that he was commissioned to execute this work; and I venture to surmise that Mr. Steltz is not sorry that he went down to this new shop to get the work done. There is one other thing that must not escape mention—which is the motto on the bottom of the Lorentz Press letterhead. It is "Lorentz Letterheads Lead." Not so bad, eh?

✧ ✧

This title page is not new, as the date will show; but I want to bring it into this discussion because of the peculiarity of composition which it shows. I can see no reason in the world why the top line should have been thrown off to one side as it is, while there seem to be a great many reasons why it should have been printed otherwise. It could, to be sure, have been squared out with an ornament


A BOOK OF
PICTURES IN
ROLAND PARK
BALTIMORE MARYLAND

MARCH AND JUNE
1911

of some sort at the end of the line; but my preference would have been to have frankly admitted that it was a short line and would not fit into my "square effect" design, and then to have centered it, just as the date at the bottom is centered. If you want to realize to the full the absurdity of the present design, try putting the "1911" over to one side under "March." One might almost lay it down as a rule—as nearly as art can be reduced to fixed rules—that where the square design is used at all, all lines which are not full lines should be centered.

✧ ✧

To get an adequate idea of how beautifully two shades of blue ink can be worked on a light blue cover stock, one should see a catalogue recently sent out by the Fort Wayne Electric Works, Fort Wayne, Ind. The lighter shade is used for a solid border which bleeds off the edges, and for a shading around the

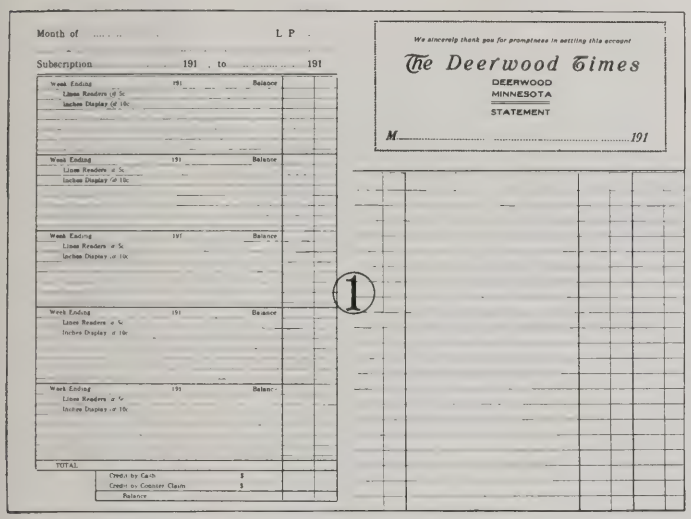
strong, bold lettering. In this particular case engraved plates are used; but the same result can be secured with regular foundry material as well.

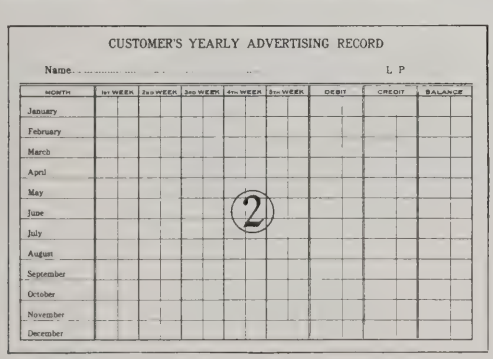
✧ ✧

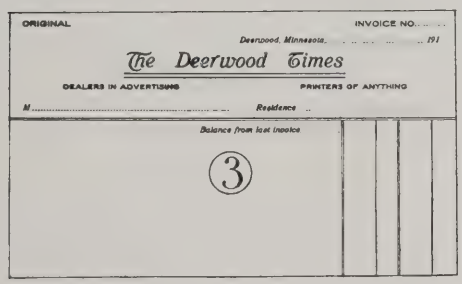
In a bunch of tickets received from Warren S. Dressler, Camden, N. J., I find a rather too liberal use of text type. Two of these are set entirely in text, a style which, if used at all, is only allowable on rare occasions.

✧ ✧

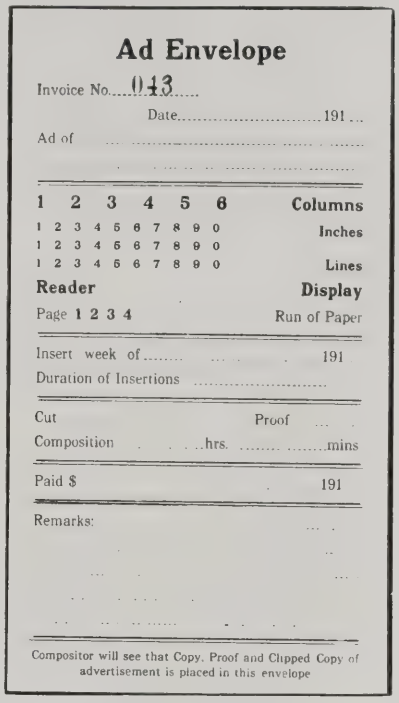
Dear Sir:—Under separate cover, I am sending you samples of the different items of stationery we use here, for your criticism—and I want you to judge it as impartially as is your custom. With regard to the ruled







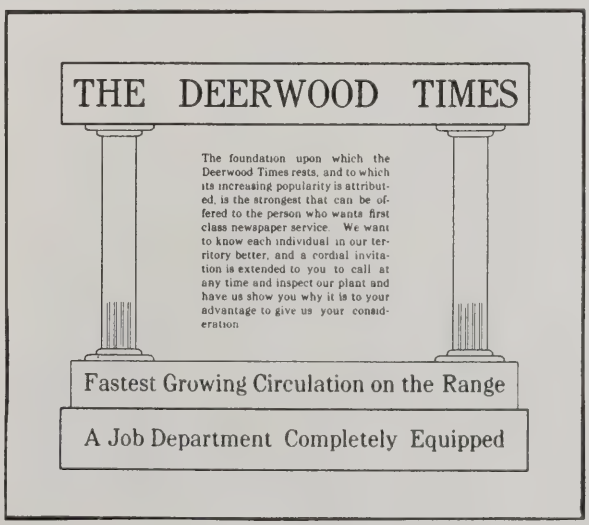
forms, will say that the one I have marked No. 1, is our regular monthly record. We keep this form only for regular patrons. Blank No. 2 is simply a yearly record, by which we are enabled at any time to ascertain just how much business we are getting from any particular advertiser. Form No. 3 is used for spasmodic customers, the original being put into each job envelope and later tied into the package of stationery when it is ready for delivery. The duplicate is kept on file and the monthly statements are made out from these files. I have found this about the only real system to keep my books with little trouble, as no accounts go into the ledger unless they are ten days overdue, and then only those of regular customers are posted.


Ad Envelope
Invoice No. 043
Date 191
Ad of
1 2 3 4 5 6 Columns
1 2 3 4 5 6 7 8 9 0 Inches
1 2 3 4 5 6 7 8 9 0
1 2 3 4 5 6 7 8 9 0 Lines
Reader Display
Page 1 2 3 4 Run of Paper
Insert week of 191
Duration of Insertions
Cut Proof
Composition hrs. mins
Paid $ 191
Remarks:
Compositor will see that Copy, Proof and Clipped Copy of advertisement is placed in this envelope

Thanking you in advance, I remain,

HOMER F. MUSSEY,
Deerwood, Minn. Editor Deerwood Times.

While I do not claim to be an expert on accounting or cost systems, these look as though they ought to take care of the work satisfactorily. Some of our readers can, no doubt, judge


THE DEERWOOD TIMES
The foundation upon which the Deerwood Times rests, and to which its increasing popularity is attributed, is the strongest that can be offered to the person who wants first class newspaper service. We want to know each individual in our territory better, and a cordial invitation is extended to you to call at any time and inspect our plant and have us show you why it is to your advantage to give us your consideration
Fastest Growing Circulation on the Range
A Job Department Completely Equipped

of that better than I. What I do know is that all the printing which came in the package is of excellent grade.

Dallas—The Printers' Paradise

By J. R. Babcock, Secretary Dallas Chamber of Commerce

DALLAS has more editors, printers and publishers to the square inch than any other city in the United States. Compared with the whole country there are six times as many in Dallas per capita as there are in the balance of the United States. They are so thick that a man cannot walk a block on any street of the city without stepping on the toes of an editor, being interviewed by a reporter, or rubbing up against a "devil." They are increasing very rapidly. Government figures show that the population of the city increased 116 per cent during the last two census enumerations. The same figures show that the number of editors and printers increased 360 per cent. While the city of Dallas has a low death rate of 13.2 per thousand, the death rate among the editorial fraternity has been reduced almost to the vanishing point.

The wonderful growth and progress of Dallas is generally conceded to be largely due to the efforts of the men behind the fifty-two daily, weekly and monthly publications issued in the city. Dallas is the largest publication center in the South next to Nashville; 88,000 new people have been added to the population of Dallas since 1900; the total today, based on the growth of the last two enumerations, is 131,278. While Texas is primarily an agricultural state, still in a manufacturing way Dallas is making progress, turning out forty-three millions of goods in 1913—a gain of over 400% since 1900. As a jobbing center Dallas leads all points in the Southwest, distributing two hundred and eleven million dollars worth of goods last year, a gain of thirty-one millions over the year previous. One particular item will illustrate the growth in wholesale business in other lines. Thirteen years ago there was sold in Dallas the first automobile. Last year the Dallas market distributed 11,900 automobiles, 674 motorcycles and five and a half million dollars of automobile accessories. The total sales were over eighteen million. Automobiles are becoming so common in Texas that most of the editors now own them.

In the sale of agricultural implements Dallas is the second city in America. And in the manufacture and sale of cotton-gin machinery and harness and saddlery Dallas leads all cities in the world. Dallas has grown as a manufacturing and jobbing center because of the growth and development of the agricultural territory surrounding the city. From the lowest rank as an agricultural state Texas has forged ahead until in 1912 the U. S. Department of Agriculture announced Texas as the leader in the Union in agricultural production. Eighty-three per cent of the most fertile soil of the state awaits the first touch of the plow. The Texas farmer is now producing one-third of the cotton of America, $132,000,000 worth of corn, $107,000,00 of live stock and a total farm production for 1913 of $425,000,000.

Group of Dallas Sky Scrapers

A circle of 100 miles radius around Dallas, while comprising only 10 percent of the area of the State, includes the lands from which are grown the forty per cent of the farm production. This accounts for the growth of the jobbing and manufacturing business of Dallas.

The members of the National Editorial Association will be interested in knowing that the leaders of Dallas have not been content to stop with the commercial development of the city but are striving to make Dallas an ideal city in which to live. They have sought to make the city attractive to the visitor, to insure the health and increase the means of pleasure of the citizens, to provide the opportunities for education and culture, and to lend every possible assistance to the development of the entire state.

The Adolphus Hotel, a hostelry not excelled by any in America in beauty of architecture and excellency of service, is a concrete expression of the desire of the people of Dallas to provide for the entertainment of the guests of the city. This hotel, costing $1,600,000 together with the other hotels of the city are helping to make Dallas famous as a convention city.

Like Topsy, Dallas "just grew up." As a result many of the down-town streets are very narrow and in several instances important streets were not open through. Realizing the harm resulting from these conditions and the desirability of a definite plan for future growth and development of the city, the Chamber of Commerce backed by the Dallas News, urged the securing the services of George E. Kessler, the famous landscape architect, under whose guidance a "city plan" for Dallas has

Office of Times-Herald, Dallas, Texas.

been drawn up, which now forms the Bible of the Dallas city-builders. Working under this plan an ornamental lighting system has been installed on three principal business streets at a cost of eighty-five thousand dollars. A five million dollar Union Station, which will not only be a building of great architectural beauty but will convert a very unsightly portion of the city into one of the most beautiful, is being constructed. A city garbage department, supported by a $110,000 annual garbage tax has been installed, together with a sewage plant. A very important result of the city-planning campaign has been the widening of three principal business streets, for the accomplishment of which five blocks of buildings, valued at six hundred and fifty thousand dollars, are being torn away or altered.

E. J. Kiese, Publisher Dallas Times-Herald, Dallas, Texas

Eight parks and playgrounds, comprising 713 acres, together with a recent $500,000 bond issue for their improvement and beautification, and a 62-mile boulevard

G. B. Dealey, Daily News, Dallas, Texas

system under the course of development are some results of the city-plan campaign.

In an educational way Dallas has made progress.

Since 1900 the number of public school buildings has doubled while their value has increased practically five hundred per cent. To provide for higher education the business interests of the city assisted the Methodist Denomination of the South in establishing in Dallas a Southern Methodist University, which will open its doors this fall with two thousand students and an endowment of two million dollars.

Concerts by Ellery's Band with an admission fee within the reach of all the people, Chicago Metropolitan Grand Opera, National Grand Opera of Canada, are some of the attractions that have been secured for the cultural development of the citizenship.

Dallas has not been unmindful of its duties towards the state as a whole. The citizens are contributing $7,000 annually to the support of the Texas Business Men's Association, which organization has done great work in educating the people of Texas to a just appreciation of the possibilities of state and local development and has made them see the need of many changes

Scenes at Fair Park, Dallas, Texas

in public thought and law necessary to bring about the greatest development of the state. A direct result of its work has been the voting of road bonds since 1909 to the amount of $24,000,000, almost one-third of which were voted during the past year.

Through the Texas Industrial Congress, an organization whose work has been as beneficial as it is unique, Dallas has been of material assistance in the agricultural development of the state. This organization is in reality a correspondence school in agriculture and has 11,000 farmers, their sons and daughters, enrolled, each working for the $10,000 cash prizes in gold awarded annually to those producing the largest yields per acre, cost of production considered. A large increase in yield per acre and a general awakening of the farmers to the possibilities of scientific farming has resulted. In addition to furnishing to this organization its president, the late Col. Henry Exall, Dallas has contributed $31,000 annually toward its support.

F. P. Holland, Publisher Farm and Ranch, Dallas, Texas

The State Fair of Texas, located at Dallas, has for its chief function the development of better methods of agriculture, horticulture and stock raising. Due to its teaching, the razor-back hog of East Texas has been replaced by the Poland-China, and the long-horn steer of West Texas has given away to the prize-winning Herford. Every Texas farmhouse now has a flock of blooded chickens and their product nets the Texas farmwife $21,000,000 annually.

The great National Corn Exposition held in Dallas in February this year, was underwritten by the business men of Dallas to the amount of $100,000 because of their realization of the dependence of Dallas upon the agricultural development of the Southwest. Exhibits by the National Government and the thirty-seven Agricultural Colleges were each planned to demonstrate methods of scientific and practical value to the farmer.

The members of the National Editorial Association will receive in Dallas a hearty greeting not only from the editorial fraternity of the city but from all the citizens. The people of Dallas thoroughly appreciate the value of printer's ink and have the very highest esteem and regard for the men who mould the thought of the country—the Editors.

TEXAS PRINTERS AND PUBLISHERS PREPARING FOR THE NATIONAL ASSOCIATION

The Executive Committee of the Texas Press Association in session, in Dallas December 29th, appointed the following committees to look after and make arrangements and care for the members of the National Editorial Association which will meet in Houston in April:

General Manager—Lee J. Rountree, Commercial, Georgetown.

Itinerary—Colonel W. A. Bowen, Journal, Arlington; Homer D. Wade, Stamford; Will H. Mayes, Brownwood; W. G. Long, Wichita Falls, and Sam P. Harben, Echo, Richardson.

Finance—Sam P. Harben, chairman, Richardson; J. J. Taylor, Dallas; J. R. Babcock, secretary Chamber of Commerce, Dallas; R. C. Dyer, manager Barnhart Type Founders Company, Dallas; Frank P. Holland, Sr., Farm and Ranch and Holland's, Dallas; A. D. Dodge, West-Cullum Paper Company, Dallas; H. A. Olmstead, Southwestern Paper Company, Dallas; J. S. Buchanan, manager American Type Founders Company, Dallas; Platt T. Daly, Western Newspaper Union, Dallas; F. S. Everly, American Press Association, Dallas; Tom P. Thornton, Zeese Engraving Company, Dallas; Homer D. Wade, secretary Commercial Club, Stamford; C. F. Lehman, treasurer Texas Press Association, San Antonio; L. M. Ward, secretary Chamber of Commerce, Sherman; W. C. Edwards, ex-president Texas Press Association, Denton; John H. Cullom, paymaster for the city of Dallas; Will H. Mayes, Lieutenant Governor of Texas, Brownwood.

Bakery Products—Louis J. Wortham, chairman, Star-Telegram, Fort Worth; Hugh N. Fitzgerald, Record, Fort Worth; Tom W. Perkins, Courier-Gazette, McKinney; D. W. Campbell, Mirror, Hillsboro, and John E. Davis, Mesquiter, Mesquite.

Packing House Products—C. N. Ousley, chairman, Fort Worth; N. T. Blackwell, Cotton Oil News, Dallas; Levi A. Dunlap, Tribune, Meridian; Frank Ezzell, Ferris, Frank Gaston, News, Granbury; W. E. Gilliland, Star, Baird; John T. Risen, Chronicle, Carrollton.

Drinks and Smokes—R. O. Gresham, chairman, Mirror, Temple; A. R. McCollum, Tribune, Waco; E. K. Williams, Telegram, Temple; J. R. Ransome, Jr., Enterprise, Cleburne; J. H. Lowry, Signal, Honey Grove; J. A. Thomas, Monitor, Mineola, and N. P. Houx, News, Mexia.

Badges—Walter R. Whitman, chairman, Holland's, Dallas; R. C. Dyer, Dallas; Sam P. Harben, Richardson.

Social Entertainment—L. Seabrook, Wave, Port Lavaca; Wilford B. Smith, Pitchfork, Dallas; Tom B. Lusk, News-Herald, Italy; D. R. Harris, Rusk County Times, Henderson; W. S. Spotts, Favorite, Bonham; Henry Edwards, Banner, Troup; J. P. Chambless, Chronicle, Cleburne; J. S. Daly, Progress, Dublin; C. W. Taylor, News, Rogers; R. F. Cates, Tribune, Bartlett; W. D. Cox, New Orleans, La.; Will A. Harris, Woodman Journal, Dallas; H. B. Terrell, News, West; E. C. Hunter, Democrat, Sherman; H. W. Blakeslee, Dallas; C. E. Gilmore, Wills Point; E. P. Haney, Searchlight, Wichita

Falls; Harve P. Nelson, Banner, Greenville; Mrs. Harve P. Nelson, Greenville; A. N. Justiss, Courier-Light, Corsicana; Eugene Thompson, Dallas; Miss Mattie J. Middleton, Waxahachie; Mrs. Grace I. Mitchell, Reporter, Robstown; J. D. Moyer, Citizen, Honey Grove; Miss Margie E. Neal, Carthage; Thos. Napier, Times-Herald, Dallas; Mr. and Mrs. Walter B. Wilson, Courier-Gazette, McKinney; R. K. Phillips, Democrat, Weatherford; H. F. Schwenker, Standard, Brady; Mr. and Mrs. Laten Stanberry, Messenger, Forney; Mrs. Emmett R. Hambrick, Dallas; Sam C. Holloway, Times, Deport; Frank P. Holland, Jr., Holland's Magazine, Dallas; Lloyd P. Lochridge, Statesman, Austin; John R. Lunsford, News, Bishop; Mrs. C. M. Hughes, Spectator, Wharton; Mr. and Mrs. Bruce W. McCarty, Headlight, Eagle Lake; Mrs. Minnie E. Tufts, Herald, Lancaster; A. A. Wortham, Sun, Corsicana; P. O. Willson, Texan, Taylor; R. E. Yantis, Review, Athens; G. W. Sterrett, Port Lavaca; J. C. Thomas, Post, Childress; H. E. Ellis, Herald, Denison; Ashley Evans, Bonham; W. M. Warlick, Texas Presbyterian, Dallas; J. M. Weekly, News, Ennis; J. O. Smith, Courier, Elgin; Ed. F. Blackshear, Examiner-Review, Navasota; W. H. Whitley, Mirror, McGregor; W. A. Johnson, Hall County Herald, Memphis; E. J. Kiest, Times-Herald, Dallas; Judd Mortimer Lewis, Post, Houston; M. E. Wallace, Eagle, Bryan; Mrs. Sam P. Harben, Richardson.

Reception Committee

The members of the reception committee are the following, as announced by President Jos. J. Taylor ("State Press"): F. B. Baillio, Cleburne; C. F. Lehman, San Antonio; Louis J. Wortham, Forth Worth; Hugh N. Fitzgerald, Forth Worth; W. H. Blakeslee, Dallas; James H. Lowry, Honey Grove; Sam P. Harben, Richardson; E. P. Haney, Wichita Falls; Will H. Mayes, Brownwood; Homer D. Wade, Stamford; Judd M. Lewis, Houston; Mr. and Mrs. H P. Nelson, Greenville; Tom W. Perkins, McKinney; Henry E. Ellis, Denison; C. W. Taylor, Rogers; W. A. Bowen, Arlington; W. C. Edwards, Denton; R. D. Harris, Henderson; H. B. Terrell, West; C. E. Davis San Antonio; Henry Edwards, Troup; W. H. Whitley, McGregor; P. O. Gresham, Temple; C. E. Hunter, Sherman; R. E. Yantis, Athens; Frank P. Holland, Dallas; R. M. Johnston, Houston; Will A. Harris, Dallas; Lee J. Rountree and Mrs. Rountree, Georgetown; Miss Margie Neal, Carthage; Miss Maid J. Allen, Georgetown; E. J. Kiest, Dallas; E. Curtis Vinson, Georgetown; R. A. Alford, Granger; Harry H. Williams, Copeland; A. C. Baldwin, Austin; Andrew McBeath, Temple. All members are expected to have their wives and daughters accompany them.

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EDITOR FORWARD IS GOVERNOR'S SECRETARY

Alexander Forward, editor of the Harrisonburg News-Record, and one of the most popular newspaper men in Virginia, has been appointed private secretary to Governor-Elect Henry C. Stuart, who will take office February 2nd. Although his new duties do not begin until that date, Mr. Forward has already arrived in Richmond to familiarize himself with the work he will be called upon to perform during the next four years.

Before he left Richmond for Harrisonburg, Mr. Forward was a member of The Times-Dispatch staff. He reported two sessions of the General Assembly, and knows nearly every man in public life in Virginia. He has their confidence and their friendship, and he will carry these two most valuable human assets with him to the office he visited as a reporter every day for more than four years.

WHEN TWO OR THREE ARE GATHERED TOGETHER

A bunch of printers met at Owatonna, Minn., and wherever Whiting is there is talk of costs. This time Whiting ran across Roe of Northfield and when it comes to cost-finding on country newspapers, these two experts are just about the limit.

Roe showed that the average cost of getting out an eight-page newspaper was $128.75. Whiting was able to make a slightly better showing, and proved that he could produce an eight-page newspaper at an average of $127.07.

Roe acknowledged defeat and then started out again on the production of twelve pages. Here he felt sure he would have the best of it and produced figures to show that his average cost on twelve-page issues was $155.35. Whiting just turned to his records and showed that his average cost on twelve-page issues was $152.14. Roe was again beaten.

But what a sermon is wrapped up in these little figures. Thousands of newspaper men are publishing eight and twelve-page papers and are selling space therein without knowing, or even having any idea of what space costs them. These men have discovered that space costs them nearly twelve cents an inch. How many country publishers are getting ten, eight ,or even six cents an inch?

The entire matter is worthy of the closest study by country newspaper publishers.

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PRESS CLUB DINES SAILOR HEROES

The heroes of the Gregory, who saved the lives of five survivors from the Oklahoma as they were struggling in the waves after their lifeboat had foundered, were the guests of honor, January 9th, of the New York Press Club. With their captain, William Aspinall, the three men, Chief Officer R. H. Buck, Second Officer John Sidney Williams and Third Officer F. D. Roberts, who went over the side of their vessel into what, for all they knew, was certain death, and brought their fellow men back to safety, were feasted and toasted, and then gold medals were given to them as a more lasting tribute to their heroism.

And with this reward went the announcement that to each of them the owners of the Oklahoma had sent $500. Nor did this end the list of rewards, for it was also announced that Congressman Dale would introduce a bill in Congress commending their heroic deed, and that the Carnegie Hero Fund would also take recognition of their heroism.

But for all these words of praise the simple modesty with which the men themselves spoke of their act was the climax, and, after all, did more than anything to commemorate the spirit of their heroism.

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PAYS TWO YEARS IN ADVANCE

Bolivar, Pa., January 9, 1914.

Mr. B. B. Herbert, Chicago, Ill.

My Dear "Father" Herbert:—I have just taken the wrapper off the January number of the National Printer-Journalist, and it is a reminder that I have not sent a remittance for this year. Mrs. Humphreys, who is sitting beside me, said, Do it now. Accordingly I herewith send my check for $4.00, covering 1914 and 1915.

It seems to get better with age, and I would not like to do without it now. The January number is a fine one.

Yours truly,

S. J. HUMPHREYS,
Publisher The Bolivar News.

IDEAS FOR PROGRESSIVE TYPOGRAPHERS AND COMPOSITORS' ROUND TABLE

Type, Border and Decoration

By J. L. Frazier, 604 Kentucky St., Lawrence, Kansas.

PRINTING of special programs and menus offers the printer an opportunity to demonstrate his ingenuity and good taste that is not found in other kinds of printed matter. In the first place there is ever a tangible motive on which to build the decorative element which makes for ease in obtaining appropriateness.

If it is a church program that is desired the key lies in the treatment given the old manuscript books written by the priests in the monasteries. In these black ink was used in the text of the books and red for the titles and whatever portions upon which it was desired to make special emphasis. Uncial capitals are now made by all the foundries as are also maltese crosses in various styles which are proper adjuncts in the treatment of ecclesiastical printing. As for the type nothing is better than Caslon Text or Old English, for the display portions as these letters are fashioned after the letter used on the early manuscripts. For the body matter, Caslon, or any plain roman letter, is the appropriate thing. White stock should always be used.

In contrast to the church program is the dance program. Here the printer has a somewhat wider latitude but in every instance daintiness should be evident. This is true of any printed matter that is intended to appeal to ladies. In size they should be small so as to be easily held in the hand. Frequently on dance programs a long cord, ending in a tassel, is tied about the fold of the program so the lady may slip it over her arm and thus have her hands free.

On banquet programs a still wider latitude is given the printer and very often novel results are obtained as in the case of the football program by Mr. Wood, reproduced as Exhibit One. In this case the program is cut to the shape of a football, inasmuch as it was the menu for a football banquet. The printer has only to think in order to decide upon some novel method of handling menus for occasions where still other ideas are considered. A banquet for commercial travelers could be cut out to the shape of a grip and if that should prove too expensive the decoration could suggest the business. When an association of bankers sits at the banquet table they would appreciate the menus printed in the form of a check book. A harp, or a lyre, is the proper adornment for a program or menu of an association of musicians.

Programs owe their origin to a desire on the part of those giving entertainments, dances or banquets to have everything done in order to avoid a "hitch in the proceedings." They do away with the necessity of an announcer. They serve a special purpose and should go about their business clad in raiment suitable to the occasion.

Good stock should always be used on programs, they are given close inspection and besides only a small number are usually printed and the item of stock is a small one. Much good advertising is available the printer who places a small imprint upon this class of work.

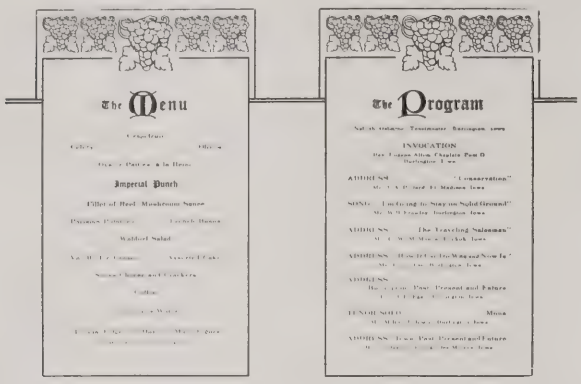
J. Orville Wood, who is instructor in printing at the West Technical High School, Cleveland, Ohio, has sent in a program that is a distinct novelty, Exhibit 1. It was printed for the banquet to the football team of the school and

No. 1

is cut out to the shape of a football, the first page being printed from a zinc etching, showing the seams of the ball in addition to the title. The lettering is well done in Mr. Wood's best style. The type lines of the program pages are set at varying measures that the type groups may retain the ovalshape of the program. These cut out designs are a novelty and are always appreciated and retained by those who receive them. They cost more to handle, of course, but as I

have contended all along, it is easier to get what a good job is worth than a good price for a mediocre one. Frequently the ingenious printer can make these cut-outs with brass rule, bent to shape. Placing some corks inside the rules will serve to keep the stock from sticking inside the rules on the press. On several occasions I have made designs of this character in this way with good results. They must be right, however, for slip-shod work will be worse than handling the work on squared stock.

Burlington, Iowa, is a fine town and is alive, so I am told, but the most up-to-date proposition there, I am sure, is the print-shop of McMullen & Woellhaf. As evidence of this I am

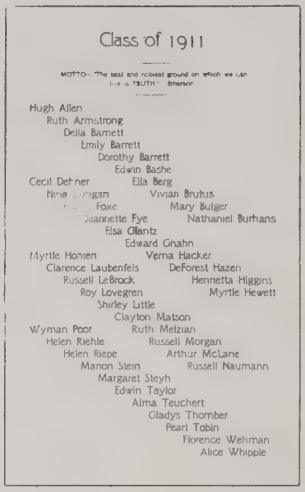


No. 2

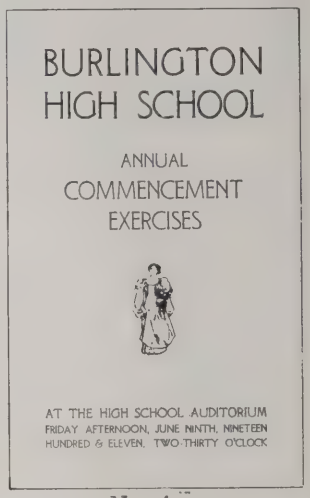
reproducing the two inside pages of a program and menu for the Travelers' Protective Association. (Exhibit 2.) The bunches of grapes at the top of the pages should stimulate the most confirmed dyspeptic to a return of his youthful voracity. The rule work, too, is a feature and the unusual arrangement is certainly catchy. Note one thing, reader—the large bunch of grapes in the center of each group. This breaks the monotony, increases interest and, in common parlance, "sets off the job." The rules and two missal initials are in gold, type matter and grapes in blue. I dislike to make a suggestion in regard to so admirable a piece of work, but I should have preferred a plain roman letter to the Litho Roman, as used. I consider Litho Roman more of a commercial letter, used to best advantage upon letterheads and cards where an imitation engraved face is desirable. Do not allow so small a thing to mar your conception of such an admirable piece of work, but strive to do as well, and I, with the rest of them, will say, "Well done, thou good and efficient printer, go now and reap the harvest of thy well doing."

Frequently, on programs, a large list of names is necessary. I am reproducing a page of this nature, (Exhibit 3), which shows a method of handling this class of work that is frequently used to good advantage.

The title of a program is always important, and I am reproducing Exhibit 4 because it is a model of neatness. Note the exquisite harmony of rule, type and ornament. The cut of the sweet girl graduate is just the thing in this

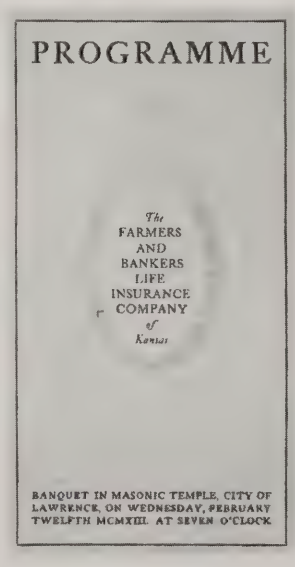


No. 3

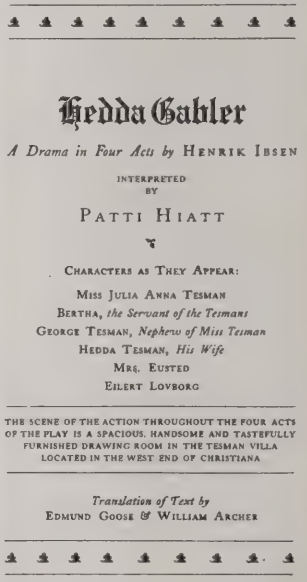


No. 4

instance (Aside: Do you remember how seriously you considered yourself on the evening of commencement as you stood trembling before the vast (?) audience in the town hall and delivered your oration? What nice things "the folks" said about you! Remember? Those were rosy times. I was scheduled to the threshing out tariff problems in Congress ere this—but what's the use of dreaming? I like the printing business pretty well.)



No. 5


Hedda Gabler
A Drama in Four Acts by HENRIK IBSEN
INTERPRETED
BY
PATTI HIATT
CHARACTERS AS THEY APPEAR:
MISS JULIA ANNA TESMAN
BERTHA, the Servant of the Tesmans
GEORGE TESMAN, Nephew of Miss Tesman
HEDDA TESMAN, His Wife
MRS. EUSTED
EILERT LOVBORG
THE SCENE OF THE ACTION THROUGHOUT THE FOUR ACTS OF THE PLAY IS A SPACIOUS, HANDSOME AND TASTEFULLY FURNISHED DRAWING ROOM IN THE TESMAN VILLA LOCATED IN THE WEST END OF CHRISTIANA
Translation of Text by
EDMUND GOSSE & WILLIAM ARCHER

No. 6

Another program title, Exhibit 5, is shown because it is a good specimen and the placing of the type group inside the ornamental device may suggest an idea to some readers of this department. The shaded border outside the rule and the ornament are in a tint of blue and the type matter and rule in bronze blue which

makes a very effective combination printed upon antique white stock.

Exhibit 6 is a sheet program that has several things that recommend it and one thing that a student of Ibsen might criticise. It might be said that the little florets inside the parallel rules are too frivolous for a program of an Ibsen entertainment, since that writer looked only upon the serious problems of life. The program is readable and has the advantage of being easily composed. The use of Caslon in programs, especially of this nature, cannot be too often used.

The size of ornamentation on any program, or other printed matter, should be regulated by the relation the ornamental device bears to the subject of the work. Where it is emblematic of the subject it can be large, and in some instances, even larger than the type group.

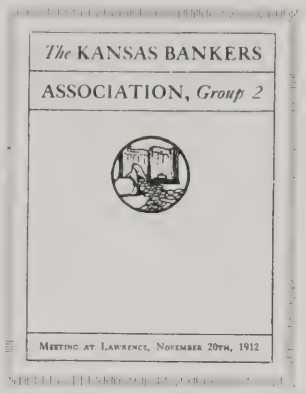
No. 7

When the relationship is not so close the ornamentation should not be emphasized, and where there is none it should not be used under any circumstances. A case in point is the cover for the Music Club menu. (Exhibit 7.) In this instance a very large cut is used, printed in tint, but the basket of fruit is so emblematic of the banquet table that its use is no only proper but desirable. Printers should always consider appropriateness one of the most important principles of typography.

In setting programs for a recital the common style is to set the lines of the program thus:

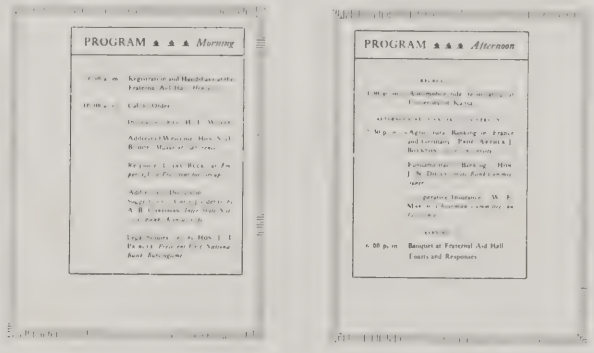
The name of the selection is set in caps and lower case, the name of the author in italics and the name of the performer in caps and small caps. This is not a hard and fast rule but it is by far the neatest and best way.

I am reproducing as Exhibits 9a and 9b, the



No. 9a

title and two inside pages of a program for a meeting of an association of bankers that is very interesting. Its main beauty lies in the delicate color scheme which, of course, will not show in the reproduction. The original was printed in brown and a tint of brown upon India tint stock and makes a very pleasing combination. I know not why, but this color



No. 9b

scheme is my favorite one, in fact, when two colors are desired for a job, I almost always prefer a shade and tint of the same color to two contrasting colors. A shade and tint of blue is also very pretty, as is also the same effect in purple, the tint of purple being commonly known as lavender.

There is one thing about the title of this program a crank on form might find fault with, and that is the use of a circular ornament in a design otherwise squared. The crank is right, according to the law, and yet some of the prettiest specimens of printing I have seen are those in which some typographic law has been violated. This specimen is one of my own and I think its appearance, as a whole, is far better than many I have done that violate no law of good typography. It would look bad, I will con-

less, nearer the squared groups, but in this instance, set out from the type matter, I am sure it adds interest and perhaps a touch of individuality. I can imagine the look of pain that overspreads the countenance of the great etcher, Paul Helleu, when he comes across one of Charles Dana Gibson's bold drawings. In direct contrast to the heavy lines that characterize the work of Gibson are the faint, dainty strokes of Helleu, and yet, Gibson has his thousands of admirers.

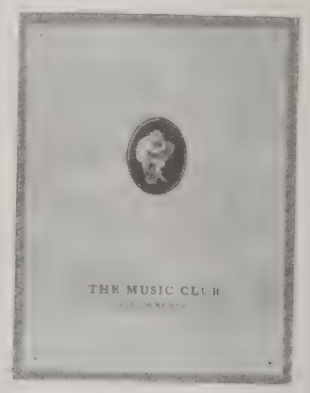
Jobs of printing that are letter perfect very often are so severe as to lack interest. This revolutionary talk I have indulged in does not infer that I favor breaking all the laws upon which typography are based. I do insist, however, that a too literal application of them often makes a work that is not interesting, and I would not have cast aside that ornament which was otherwise so appropriate for so small a reason.

The inside pages are interesting for the manner in which the panels containing the type matter are thrown inside and to the top of the outer panels of shaded border.

In an early number I expect to take up and discuss the principles, or laws, that govern typography, harmony, appropriateness, tone, contrast, proportion, spacing, balance and ornaments. Much good can be accomplished by this I am sure, and I wish that the readers of this department would send me such specimens as they run across that violate some, or all, of these principles. I believe that there has been too great a showing of good work, explaining why it is good, and not enough of the other kind with the reasons for its being such. Send me some poor jobs. Of course, you will not send your own, for I am sure no reader of the National Printer Journalist does poor work. At any rate, your name, or the name of the law-breaker, will not be mentioned.

Women's clubs always want something nice in their programs, but as a rule do not want to pay the price and the printer is often up a tree trying to decide how to give them a good job and make some money in the bargain. I have frequently talked with their committees, generally three ladies are delegated to look after the matter for the club, and about the first thing they tell you is that they have only so much to spend for programs. The ladies may be worth, individually, many thousands of dollars, but their club is always "short." The amount they have to spend for programs varies from $5 up to $10 and, as a rule, they want fifty or sixty programs. The stock does not amount to much and the situation resolves itself into a question of labor. I have often brought out my line of samples and, in addition, samples of cover and inside stock. While I am making up some dummies I will be figuring the price. I will make a suggestion and say, somewhat after this fashion: "Now this will make a very pretty program, it is different and it will cost only two dollars more than the plain program you have with you." The only difference is that I have perhaps suggested printing the cover on cover stock instead of the same stock used in the body of the book. I may suggest printing the cover in two colors, adding, of course, a good price for the work. If you can make something that pleases the fancy of this delegation they will finally agree to bear the extra expense themselves if the club ladies do not appreciate the difference. This plan will often turn a job that is virtually trading dollars into one that means a sure profit.

I am reproducing as Exhibit 10, the cover for a women's club program that may suggest ideas to printers. It has several features that recommend it for the purpose. The decorative device suggests music as the club in question is



No. 10

a music club, the small type suggests the feminine which is always desirable in work for the gentler sex, and the placing of the type group at the bottom of the design adds a touch of novelty. Another feature of this cover design is the border which runs off the stock. This is secured by cutting the stock one-half inch larger on all sides and trimming down to the outer edge of the border after the job is printed. It is very effective for a change. This specimen was printed on medium blue cover stock, the design being in bronze blue, except the background for the cut which was printed in yellow. This one touch of yellow adds character to the work, being very much more effective than had more of the design been printed in that color. One must be very careful at all times not to use too much of the warm color.

I consider this design one of the very best things I ever did.

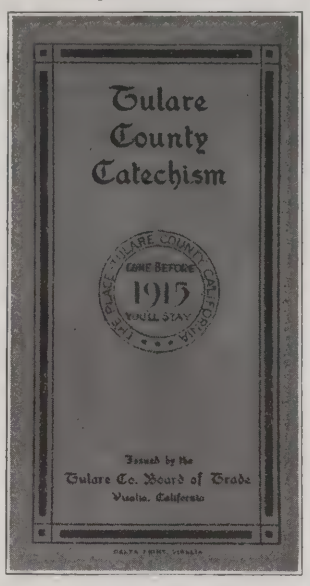
From Dooley, Montana, Mr. W. R. Vezina, Editor and Publisher of the Sun, sends a letterhead for Epler Bros., which is a very good example for a dealer in merchandise. Upon the copy he sends Mr. Venzina has made a notation to the effect that the words "General Merchandise" are too large. He is right in

J. W. EPLER
DEALERS IN DRY GOODS GROCERIES SHOES LADIES AND GENTS FURNISHINGS
EPLER BROS.
GENERAL MERCHANDISE
J. C. EPLER
BUYERS OF ALL KINDS OF COUNTRY PRODUCE
DOOLEY MONT 191

No. 11

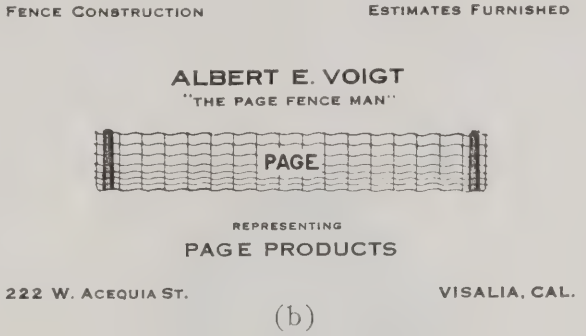
this instance, for the reason that the name of the firm is so short. I would not consider the line too large were the firm name longer, which throws new light on the situation and makes the line none too large, in itself. It is too large for the reason that it is so nearly the same length as the line above, "Epler Bros." This gives the heading a bunched-up appearance which could have been obviated by using the full word "brothers" instead of the abbreviation. This would have done away with the strained appearance that Mr. Venzina, himself, noted. I note one thing in this letterhead, and the same thing in the letterhead of the Sun, which is not right and that is anent the underscoring of the words "General Merchandise." When the printer underscores lines of type, and I do not advocate it except in rare instances, he should use rule as near the width of the lines of the type as possible. In this instance, two-point rule would have been the right thickness. As I said above, it is meaningless in this instance, as it is in the majority of cases, and the letterhead would have been better without it. Mr. Venzina's work is far above the average small town work and the press work is very fine, especially since the letterhead is printed upon a very hard and rough bond.

J. Warren Lewis of Visalia, Calif., has sent in a large package of specimens of a very good quality, representing a variety of work. I am reproducing as Exhibit A a cover for the Tulare County Catechism which is a very neat piece of work. I am sure an improvement could be brought about by placing the main group, "Tulare County Catechism," one pica lower, for as it is, the point of balance is stretched to the limit. Text type, or any rugged letter, for that matter, shows to best advantage when surrounded by border with the same characteristics. This I know is not always practicable. I will not say that it should be an invariable rule, for I have seen many pretty jobs where text type was surrounded by plain rule. It was printed in red and black ink



(a)

upon green cover stock. Exhibit B of Mr. Lewis' collection represents a very neat handling of a business card and a pleasing use of a cut. The card is symmetrical throughout. The



(b)

use of plate gothic upon small business cards where there is a large amount of matter cannot be too strongly recommended. Exhibit C represents an envelope corner card set in the panel style so much in vogue a decade ago, but discontinued to a great extent in these days

(c)

when delving into costs has become the hobby of all wide-awake master printers. It is doubtful if results justify so great an expenditure of time and the simple treatment is in most cases best. A letterhead containing a large amount of reading matter and is a well-executed design for the Citrus Fair. I like this very much, inasmuch as it is printed in orange and green, a

very appropriate color scheme for printing that is intended to appeal to orange growers. Because of the colors the design can not be reproduced. A card for the Kanatenah Club Concert violates shape harmony. Text type used in connection with plate gothic is permissible where the plate gothic is very small and its shape thus not emphasized. But in this card the plate gothic is so large that the contrast of its broad shape with the condensed shape of the text letter is not pleasing. I wish to call Mr. Lewis' attention to his card for the Ford Auto Service. At the top of his design he has run a band of border, incorporated in which is a torch. One of the torches is burning uprightly, the direction heated air always travels, but in the other four a physical law is overruled for the flames are shooting downward. Printers should be careful in regard to things of this sort, for I have found that the average buyer of printing notices errors of that sort sooner than the average compositor. I have seen reproductions of Mr. Lewis' work in the trade journals for many years and have always enjoyed looking them over.

✖ ✖

A POPULAR APPOINTMENT

On January 1, 1914, Lorenz William Baeuchle was appointed manager in New York of the American Type Founders Company, succeeding the late Robert V. Waldo. Mr. Baeuchle held the position of first assistant to Mr. Waldo from 1895, acting as manager when Mr.

Lorenz William Baeuchle

Waldo was absent. With a thorough knowledge of the business, he possesses all the qualities which make managers successful.

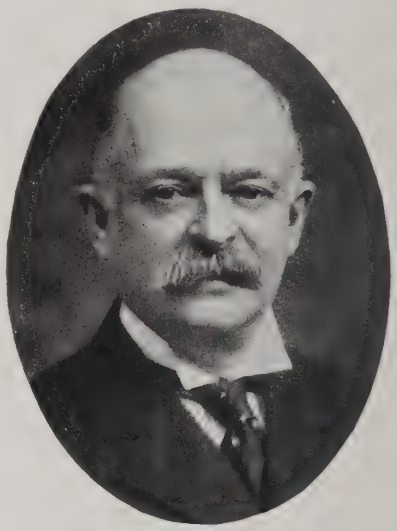
While the appointment gratified the numerous customers of the New York House with whom Mr. Baeuchle has come in contact during the past eighteen years, it has been even more popular with the employes of the American Type Founders Company throughout the country, as a further evidence that merit alone determines promotions made by Robert W. Nelson, the president and general manager.

Mr. Baeuchle was born in Bridgeport, Conn., June 16, 1870. His parents moved to Milwaukee in 1874. He entered the type foundry of Benton, Waldo & Company in Milwaukee August 14, 1884, at the age of fourteen years, as errand boy. He attended night schools, applied himself to study, and advanced through all the grades of shipping, billing, bookkeeping and selling to the position of assistant manager, doing his work with characteristic thoroughness and efficiency, in a progressive though modest spirit, thus equipping himself for his present important position.

✖ ✖

ROBERT VAN VALKENBURGH WALDO, TYPEFOUNDER

Robert Van Valkenburgh Waldo ended this life's work on December 25, 1913, after a short illness which had kept him away from business only one week. He was born in 1852 in Milwaukee, where his father, Otis H. Waldo, was a leading lawyer. His first business experience was in the wholesale grocery business. In



Robert V. Waldo, Deceased

1882 he purchased a partnership in the typefounding business in Milwaukee then known as Benton, Gove & Company, but soon to become specially prominent in the typefounding business under the name of Benton, Waldo & Company. The business was merged in the American Type Founders Company in 1892, and Mr. Waldo managed it until the type foundry was moved to New York in 1895, whereupon he became manager for the American Type Founders Company in New York, continuing that position with success until his death.

Mr. Waldo was a man of very retiring disposition, assiduous in his business, whose friends were firmly knit to him by motives of respect and admiration. His characteristics were absolute truthfulness and reliability. His word was his bond. All his actions were clear and definite to an extraordinary degree, so that it was impossible to have misunderstandings with him. His home life was exceptionally harmonious. He leaves a widow and one daughter and a sister and a brother.

✖ ✖

MONEY NOT SPENT—INVESTED

Dear Printer-Journalist:—

The enclosed $2.00 is not spent, but is profitably invested in the welcome visits of the N. P.-J.

Very truly,

OSCAR H. CRAVENS,

Publisher "World," Bloomington, Ind.

PREPARING TEXAS WELCOME

From Past-President Baillio.

Cleburne, Texas, January 18, 1914.

Colonel B. B. Herbert, Chicago, Ill.

My Dear Colonel:—Texas is proceeding in an enthusiastic way to give the National Editorial Association such a welcome as has never been accorded it in any state of the Union. On the 29th of December we had a largely-attended meeting of the members of the Texas Press Asociation in the city of Dallas at which it was determined to have a "Car of Welcome," properly stocked with the best products of Texas, to meet the editorial specials at the State line. We made Colonel Lee J. Rountree general manager of the car, and appointed a strong committee of entertainment, composed of both ladies and gentlemen, who will serve the refreshments to the visitors. We appointed a committee to collect the necessary funds, another to procure packing-house products, one to collect the necessary bakery products, another on drinks and smokes, bonbons, etc. Besides we have a committee whose duty shall be to attend the Association on its entire tour of the State. We are going to make you awful glad you came to Texas and make you regret the time when you will have to leave the State which spells WELCOME with caps underscored, and cross the border singing: "It is hard for weuns and youuns to part, for youuns have stolen weuns' hearts." I understand that Houston will prove a host sans reproche; that Dallas will give a reception that can't be surpassed; that San Antonio is going to make the members rejoice that they lived to see the home of the Alamo; that Austin is going to turn out with the State administration, the city officials, the commercial club of "live wires," and that the big granite capitol, from foundation stone to the big dome, will be turned over to you; that every town in the State wants to entertain you and show you how we do things down in "God's country" and make you wonder why your feet have not been oftener turned this way.

I am sending you a full and complete list of the various committees appointed by the committee of entertainment appointed by President Taylor. We are going to see that each and every member of those committees does his or her full duty, and in default thereof we will either take the defaulter over the hill and shoot him or her to death, or we will do the next best thing, and it amounts to the same thing, send the defaulter down into Mexico, of which godless land our Woodrow ordered all Americans to steer clear, because the power of our Uncle Sam is not able to protect American citizens across the Rio Bravo del Norte, or in plain United States the Rio Grande. You might also issue your proclamation ordering all members of the National to be and appear at the Houston meeting on pains and penalties the most severe. The man that misses the visit to Texas is going to miss the biggest and best thing ever pulled off under the dominion of the Stars and Stripes.

I crave your pardon for not having answered your letter sooner, but I have been a busy man and am kept on the "merry-go-round" continuously.

With all kinds and sorts of good wishes, and assuring you of my high esteem, and hoping you may live long and prosper, I am truly your friend,

J. B. BAILLIO.

FROM COL. LEE J. ROUNTREE, MEMBER TEXAS EXECUTIVE COMMITTEE

Georgetown, Texas, January 23, 1914.

Col. B. B. Herbert, Chicago, Ill.:—

Dear Colonel Herbert:—Referring to our conversation in Austin last Wednesday regarding the Texas program for the National Editorial Association which meets in Houston on April 23rd for a three days' session and then to take circle trip over Texas, will state that while a definite program has not been fully completed, the main events have been agreed upon and the details will soon be announced to editors throughout the country. Have just returned from Austin, where I find the program complete. After you and I called on Governor Colquitt, at the executive office met the president and secretary of the Austin Chamber of Commerce, Messrs. E. O. Stebbins and W. L. Vining; Mr. A. C. Baldwin, editor of the Austin Tribune; Hon. Lloyd P. Lochendee, editor Austin Statesman, and member of the Council from the Austin Press Club and members of the Chamber of Commerce and Rotary Club, Austin, will give a reception at the capital and visit to the State University, an automobile ride over the city, open house at the Press Club, and big barbecue at the new power dam on the Colorado River.

Advices from Galveston, the seawall town; San Antonio, the great packing-house center; Dallas, the young commercial giant of the southwest; Waco, the busy town on the Brazos and Wichita Falls, the oil center, indicate that for more than a week there will be just one continual round of pleasure and true southern hospitality extended.

Really, I find a most hearty response from the Texas newspapers and the commercial organizers and many additional events will be added to the program I offered the Association in Chicago. Have visited Forth Worth, Dallas and Houston since returning from Chicago and find much interest in the N. E. A. On December 29th the Texas Press Association at Dallas in a most enthusiastic meeting elected a committee of one hundred on reception and this committee will meet the editors when they enter the state with a "Car of Welcome," and escort them to Houston, where a great welcome awaits all who come. Will be at Red River Line to greet the noble men and women of journalism, and if you could have witnessed the genuine enthusiasm at Dallas there would be a thousand editors on the coming Texas trip.

A letter from Secretary of the Navy Josephus Daniels, dated January 13th, states that he will come and will also bring Mrs. Daniels, and I am expecting Secretary of Agriculture, D. F. Houston, to be present at the Houston meeting.

President Oswald, of New York, is getting up the best program witnessed by the association for years.

Texas pleads with the fraternity throughout the United States to come and partake of her hospitality and we are preparing for a great time in the glorious Springtime when the magnolias and oleander are most beautiful along the border of the Gulf of Mexico. The trip to Galveston will be one of beauty and pleasure. The seawall and the trip on the silver waters in the Springtime will be a great recreation. Come!

Fraternally and sincerely,

LEE J. ROUNTREE.

OUR CANADIAN EDITOR BROTHERS ADVISE ADVERTISING NECESSARY TO COVER COST

Alberta and Eastern British Columbia Press Association affiliated with the Canadian Press Association at its tenth annual convention in Edmonton, thus consolidating organized newspaperdom throughout the Dominion. It was decided to meet in Vernon, B. C., the second week in September, 1914, and these officers were elected for the coming year:

President, F. W. Galbraith, Advocate, Red Deer, Alta.; Vice-presidents, W. G. Arland Foster, News, Nelson, B. C.; Charles Clarke, Times, High River, Alta.; J. L. Ball, News, Vernon, B. C.; Secretary-treasurer, J. A. Carswell, News, Red Deer; Executive Committee, G. Gordon, Herald, Ponoka, Alta.; H. M. Walker, Press, Enderby, B. C.; W. A. French, Times, Wetaskiwin, Alta.; A. J. M. Terrill, News, Medicine Hat, Alta.; W. A. Buchanan, Herald, Lethbridge, Alta.; M. R. Jennings, Journal, Edmonton.

M. R. Jennings, retiring president, opened the convention in the Empire auditorium by welcoming the editor and publishers to Edmonton in genuine Western style, after which he delivered the annual address, in the course of which he dealt with numerous problems, including tariff changes, the libel act, advertising rates, job printing price list, subscription prices and freight rates, also paying tribute to the memory of the late F. J. Deane, an ex-president of the association.

R. A. Godson, manager of the Edmonton News, explained the standard cost system, which he has used in his office during the last three months. Based on these findings, he said, it would be necessary, to cover the actual cost of production, to carry 22 columns of advertising at 25 cents an inch in a six-column eight-page paper, or 18 columns at 30 cents an inch. Twenty-three columns at 25 cents an inch or 19 columns at 30 cents an inch would be necessary to cover the cost of a seven-column eight-page paper. Any rate under 30 cents an inch, he said, is unprofitable.

R. S. Van Pelt of the Edmonton Master Printers' Association, explained the various forms used in the standard cost system. Secretary Imrie of the C. A. P., declared that the system is more necessary in small offices than in the large ones. A general discussion followed.

OFFICE OF INFORMATION, U. S. DEPARTMENT OF AGRICULTURE

Light-weight Printing Paper Not Satisfactory in All Cases—Department of Agriculture Says Manufacturers Have Gone to Extremes

Washington, D. C.—The use of very thin limp papers in the printing of books has been carried to such extremes by some of the larger users of paper as to render it unsuitable for the purposes for which employed, according to the Leather and Paper Laboratory of the Department of Agriculture.

Many kinds of paper can be reduced in weight from 10 to 25 per cent without sacrificing their utility. There is not so much objection to a thin paper, the texture of which is sufficiently firm and stiff to allow rapid and convenient handling, as there is to papers which are very limp, and which in consequence can be turned over with difficulty, "dogear" easily, and wear out much too fast.

Publications where the size of the sheet exceeds 5 x 8 inches, which are consulted very frequently and are read continuously should not be printed on very light, thin limp paper.

The Department urges purchases to give close attention to this matter in their own interest, selecting paper for editions of medium rather than of extreme weight and thickness.

PRESIDENT WOODWARD IN THE SOUTH

When President William Woodward of the Associated Advertisers Club of America has anything to say publicly, producers of high-grade printing usually listen very attentively.

Mr. and Mrs. Woodward are on a tour of the South in the interest of advertising and advertisers, and last week they were the guests of the Richmond Advertisers Club, and at a luncheon given in their honor, Mr. Woodward delivered an inspiring address as to the outlook generally from the advertisers' and printers' point of view.

Mr. Woodward is business manager of Sunset Magazine. He was elected head of the Associated Advertisers' Clubs at the annual meeting last June in Baltimore. He was president of the San Francisco Press Club for two years.

The second annual Washington Newspaper Institute, under the joint auspices of the Washington State Press Association and the University of Washington, was held at the university, in Seattle, January 15, 16, and 17. Forty city and country editors, in addition to the two hundred students in the department of journalism, attended the sessions.

The first day was devoted to a consideration of reporting and editing. In the evening a public meeting was held to discusss "The Newspaper as an Agency for Social Service." Representatives of the metropolitan and country newspaper, social service interests, civic, political, business and scientific interests, were included among the list of speakers.

The topics of advertising and circulation were considered on the second day. Papers were read on, "Use of Suggestion in Advertising," "Developing the Foreign Field," "News Service as a Circulation Builder," "Flat Rate or Sliding Scale." Round table discussions followed.

Cost-finding, efficiency, salesmanship and organization, were among the topics considered on the third day devoted to printing.

The delegates of the Institute were entertained with a smoker, a banquet and a tour of inspection of the University of Washington. Receptions and a matinee were provided for the wives of the delegates.

EACH NUMBER A SURPRISE

Platteville, Wis., January 23, 1914.

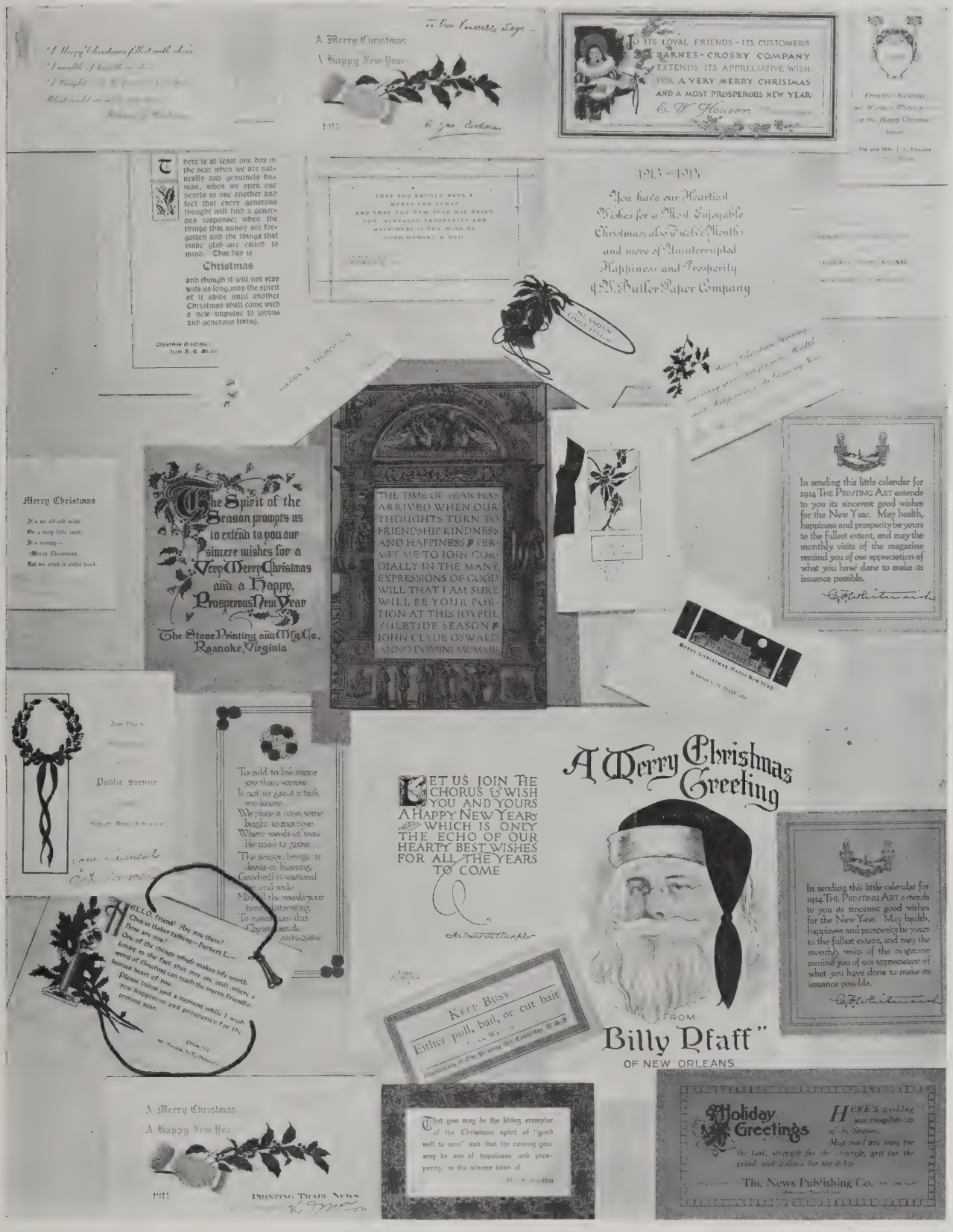
Mr. B. B. Herbert, Editor National Journalist, Chicago,

Dear Brother Herbert:—Enclosed please find M. O. for $2.00 to pay for the Journalist to January, 1915.

Each succeeding number of the Journalist is a surprise to me, and I often wonder how it is possible for you to get so many good things together each month.

I wish it were possible for me to say that I will be present at the next meeting of the Association at Houston; but Mrs. Rindlaub is still ill.

M. P. RINDLAUB.



A Page of Christmas Greetings

(Selected from Hundreds of Alike Highly Appreciated Holiday Remembrances)

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

RAVENSWOOD STATION, CHICAGO, ILLINOIS

Entered at the Chicago Postoffice as Second-class Matter

BENJAMIN B. HERBERT - - Editor and Publisher
BENJAMIN S. HERBERT - - - - - - - Associate
WM. E. HERBERT - Supt. of Mechanical Department

Official Paper of the National Editorial Association
Member Ben Franklin Club of America, Chicago Trade Press Association, Illinois Press Association, Order of Pica, New York State Press Association.
Published Monthly.

ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION

SUBSCRIPTION RATES—In the United States, Cuba and Mexico, $2.00 per year. Canada, $2.50 per year. Foreign subscriptions, $2.85 per year.

CHICAGO, FEBRUARY, 1914

A fifteen-day trip through Texas, in January, revealed much that is in store for the editors of the United States who avail themselves of the opportunity of attending the convention of the National Editorial Association at Houston, April 23-25th, and of enjoying the wonderful tour of the great State and the unequaled entertainments that are being planned on lines of broad and munificent hospitality. Time has not sufficed to write an adequate story this month, but friends whom we met on our tour and who had all the data at hand, have more than made up for any deficiency on our part, so far as the first half of the journey is concerned.

In the March issue, the story will be told as to Galveston, San Antonio, Austin and Fort Worth. It may be well to state that we never made any tour that was more filled with happy surprises, and pleasures or that was more educative.

Texas is in the happy condition of having a vast fertile empire to develop at the time of the greatest advancement in all plans for conservation, development and improvement. Through the ages, one plan has run for fitting there a home for the abode of the highest type of men, physically, mentally and spiritually. The residents appreciate the great purpose that has moved on through the centuries to fulfillment and fruition.

The first newspaper that we read on entering the State showed that high ideals had become general:—For the best possible educational advantages; for broad, universal education; for practical industrial and vocational training of the youth; for all-around natural development; for husbanding and enriching the bountiful gifts of nature, and for building up a citizenship worthy of the great inheritance to be preserved and handed down, enriched and greatly beautified, to coming generations.

In these few words, it is only intended to indicate the work that is being carried forward every day by the newspapers, the agricultural publications, the common and high schools and vocational colleges and universities and the churches and, in no small degree by the Chamber of Commerce and other institutions, industrial and civic organizations.

Chambers of Commerce, so-called, in most States, confine themselves largely to exploiting the advantages of cities and States. In Texas they have from six to ten different departments covering sanitation, the city beautiful, playgrounds, parks, the conservation and improvement of farms, transportation, commerce, better roads, better homes, better buildings, streets and so on.

The articles that appear this month indicate the wonderful work that has been accomplished in about three decades of real earnest, united effort. It is only the beginning. Only sixteen per cent of the land of the great State has yet been placed under cultivation, to say nothing of mineral and other natural resources.

* * *

The Chicago Trade Press Association on January 17th, passed a preamble and resolutions pointing out the fact that business conditions generally are fundamentally sound and urging members to "obtain and disseminate such information and trade news as will portray actual conditions." The argument is that maintained and increased confidence, will give the desired and necessary impetus to business. The reasoning is correct. Lack of confidence coming often through ignorance and cowardice, is the greatest enemy of business and stands in the way of individual success and general prosperity.

* * *

"The Importance of the Census" to the industries, is ably pointed out in an editorial by A. H. McQuilkin of the Inland Printer. The Director of the Census has experienced great difficulty in securing prompt, full and accurate returns on statistical blanks sent out. The requests are not complied with or else, very frequently, the information is given in a wholly perfunctory or unreliable manner. Mr. McQuilkin suggests, among other things, that the several organizations in trade get in communica-

tion with the Bureau of the Census and adopt a form of monthly or yearly statistical blanks to be used in connection with the accounting system of each establishment in their particular industry. The statistics thus collected could be readily made available for the use of the several organizations prior to the collection of the data by the Census Bureau, and the individual trades and industries would profit therefrom immensely reducing the labor and time incident to the compilation of the census.

* * *

TO PROVIDE SKILLED WORKMEN FOR THE PRINTING TRADE

THE United Typothetæ and Franklin Clubs of America have determined to attack definitely and aggressively the problem of providing skilled workmen for the printing trade. This trade, in common with others, has long felt the great and growing lack of finished workmen. Causes common in some degree, to all trades, and too familiar to need more than reference here, have combined, with the failure to take any concerted action to counteract them, to produce the existing state of affairs. As in some other industries, there have been some individual efforts to provide adequate trade training and a technical school of printing, has been maintained by the U. T. A., which has been in operation in Indianapolis, Ind., for some score of years. There has been, however, little or no effort to unify or extend trade instruction with the trade generally.

Some members of the U. T. A. have long been deeply interested in the need and value of trade training, and the U. T. A., at its convention in Chicago in 1912, appointed a committee consisting of Mr. Henry P. Porter, of Boston, Mr. A. R. Barnes of Chicago, Mr. T. E. Donnelley of Chicago, Mr. E. Lawrence Fell of Philadelphia, Mr. Wm. Pfaff of New Orleans, and Mr. Irwin H. Rice of Los Angeles, to investigate the situation.

This committee presented to the next convention, which met in New Orleans in October, 1913, a very careful and painstaking report with definite and far-reaching recommendations, which was printed in the November issue of the National Printer-Journalist. This report lays down the educational principles that the trades are to look to the public schools to turn out youths furnished with the general fundamentals which are indispensable in all education and for all careers, and that when these boys are to be made artisans "the technique and hand-skill of a trade must be taught where the trade is being practiced." They therefore recommend that the U. T. A. adopt a definite policy of training craftsmen in apprentice schools of their own, thus making the existing practice of a few members, the policy of the organization.

The Committee, in a series of definite and comprehensive recommendations, proceeded to mark out the general lines along which this policy should be developed. These recommendations provided, among other things, for the appointment of a permanent Committee on Apprentices, the employment of an executive officer to have general charge of the work, the unification and extension of work already under way and the extension of trade education into small centers and smaller shops than at present.

The recommendations were adopted and a Committee on Apprentices was appointed, consisting of:

Henry P. Porter, Chairman, Boston.
E. Lawrence Fell, Philadelphia.
A. M. Glossbrenner, Indianapolis.
J. Clyde Oswald, New York.
Toby Rubovitz, Chicago.

The Committee have appointed Dr. Frederick W. Hamilton of Boston, Director-General of Apprentice Instruction. Dr. Hamilton was recently President of Tufts College, Massachusetts, and has been a member of the Massachusetts State Board of Education since the reorganization, four years ago.

Dr. Frederick W. Hamilton

So far as is known, this action of the United Typothetæ and Franklin Clubs of America is the first instance of a national trade organization adopting a definite policy of trade instruction and taking steps to carry such a policy into execution. Much work has been done along trade instruction lines by individual employers, but none hitherto by a national organization as a school.

Dr. Frederick W. Hamilton, the new Apprentice Director, has opened an office at 20 Parmenter Street, Boston, in connection with the Boston School of Printing. He will be glad to receive inquiries, information concerning trade training projects now in operation or other correspondence, and to render any service in his power to those interested in better printing trade education or desirous of taking up educational projects in their localities.

BUSINESS MANAGEMENT

ED. E. SHEASGREEN, *Editor*, 1603 MONADNOCK BLOCK, CHICAGO, ILL.

The Far-off Terminal of Achievement

EVERY human, sane and with good red blood coursing in his veins, is hoping to some day arrive at the "Terminal of Achievement" — that far-away place, which lies down yonder in the Land of Dreams.

Are you a traveler bound toward this "Terminal of Achievement," or are you one of the poor souls who have given up hope of ever arriving there, and have lain down to die by the wayside?

Come with me to the railroad round house. See that ponderous bulk of an engine—the 1914, standing over there? See those great eighty-inch drivers, that short-throated stack, that monstrous boiler like a mountain of iron towering high? See the cab with empty windows? See the squatty sand-box? See the engine tank with ten thousand gallons of water and ten tons of coal? Do you notice that there is no smoke from the stack, no steam from the pops, and no heat from the boiler anywhere?

There is no fire in her fire-box. There is no life-giving energy surging through her being—she is DEAD. She could not take the Dream Land Limited to the Terminal of Achievement under any circumstances. She cannot even move the tiniest insect which might be perched on her mechanism, for she is dead.

Dead forces are not good—they are of no service to the things of the world.

Now come with me again, this time not to the round house, but to the railroad station. See the 1914 now! There she is, the same ponderous hulk, with the same mighty drivers, the same short-throated stack, but smoke and heat are pouring from it. The same pop, but steam is noisily escaping from it. The same cab windows, but there is a brave man (they are its brains) in either side window, the same boiler, the same tank, and coal and water. But what a difference there is in the temperature about her—she is now ALIVE with an energy surging through her being, for her great heart of fire is roaring in her fire-box. She is life, now, she is power now. She can buck the wind, or snow, or storm and laugh a merry chuckle from her short-throated stack as she gloriously wheels her burden into the teeth of the gale.

Watch her, for she STARTS. But she SLIPS—SHE LOSES MOMENTUM. She takes another fresh grip on the rail and in her mighty effort to overcome the loss occasioned by her slipping she lets her exhausts roar and thunder to show the power she has within. She is off and away—off for the Terminal of Achievement down in the Land of Dreams.

But you see she is a "live" engine now, not a dead one, and she whips her precious burden down into the night at a seventy-mile an hour clip.

Wonderful, a miracle, is her performance, and Yet 'tis but the RIGHT application of power, and energy that has changed her—that is forcing her—that is accomplishing the miles that lay between her and the Terminal of Achievement.

Cheer up, my dear friend. Be like the LIVE locomotive. NOT as the dead one.

If your supply of power-giving fuel is exhausted, coal up, then water up, SAND UP and come on again. You CAN arrive, you MUST arrive at the Terminal of Achievement.

Storms may blow, fogs may settle down, the nights may be long and gloomy, troubles of all kind may bother, dangers may nearly wreck, disaster may almost overtake you and your enterprise—but keep coming on to the Terminal of Achievement, for soon the sun must shine, the fogs must lift, the dawn must come, the dangers will be past, and disaster be outdistanced.

Keep coming, keep struggling ever ONWARD.

Do not let your drivers "slip"—you will lose if you do. But if they do slip—and then slip again and then again, and yet again, and again, do not quit, do not "lay down before you start"—keep using your driest sand, "pet 'er up" till the bad spots are all past and keep coming on!

Civil War in the United States

Some may not like the term—but it IS civil war just the same!

We make reference to the conditions, those terrible labor conditions, in the North Michigan country, in Colorado and West Virginia.

There is a cause for such conditions—or they would not exist.

It is not because there are foreigners in those districts. It is not because there is or is not air to breathe, or water to drink, or the earth to stand on. It is not because there are labor unions there or elsewhere, or because there is capital invested in those various properties.

No, it is not for any of these reasons.

But there is not bread enough.

There is not enough wage to buy what even "foreigners" must have as necessities of life.

Yes, of course the labor union is on the job. That hurts those who believe they were given of God to own and rule the world.

The real reason for these wars is that the DISTRIBUTION of the wealth produced in those regions is not carried out as it is in some other places.

When this law of distribution is disregarded in no matter what locality or what trade, then we are due to have strikes.

If President Wilson wishes to do his countrymen the very greatest service possible, he should send government business experts into those places, put all the men on a cost system basis and begin the great study of THE COST OF PRODUCING LABOR.

Let him have every family do the government's bidding, in, that each must keep an accurate record of all living expenses for a year. That each must, as best as can be done, ascertain what it costs to raise each individual, take that amount of capital into consideration, and then, after figuring interest and replacement on that capital, and adding all the other costs of living, set the wage rate for one year. The study should be continued for another year, and so on. At the same time these home studies were going on, like studies of the cost of the getting out the mineral should be made by the mine owners, but under the eye of Uncle Sam. With these two sets of figures the government would be able to tell just what the wages should be, what profits the owners of the capital invested in the properties should get, and what price should be made for the commodities produced, and on THAT basis, those of the world who use those products should pay their price.

Such a thing CAN BE DONE, SOME DAY IT WILL BE DONE.

It is to be regretted that the good old United States does not take the lead in this line of scientific research—this scientific study of the Law of Distribution.

When such a study is done, then the wage question will not be the civil war factor it is today.

Let us rest from the arduous study of bugs and pigs, and for a while bend our energies to the STUDY OF HUMANS.

And this is not socialistic.

The Leaven of Cost

Truly the leaven of cost is working among the POOR Printers, even unto this late day.

The following letter was received not long since in reply to inquiries made among printers as to trade conditions and the use of the Cost System:

Dear Bug:—

Your letter just came in. Glad you are alive and had a postage stamp to spend on us. Business is dead here—so dead that it is rotten. Chase and Fellows have closed their doors—or rather their creditors closed them. They don't need cost. If it keeps on this way we won't, either. I see our biggest advertiser going into the Bugle's office across the street. We surely won't need cost now. We lost to the Bugle twenty-seven out of the eighteen jobs we figured on last week. This proves that business is rotten and that cost IS no good. My son Harry is following cost in his dad's footsteps and when one of the men spit on the floor—well, some one gets "hisn" right away.

I see Dr. Quill coming this way. He has probably scented our business and is going to quarantine us because we smell so loud. If he does, who pays the cost? Oh, "father," of course. If this keeps up we may have to close our doors, too. When the currency bill is passed and the wars in Mexico and across the big pond are over, and spring cubs agaig with a few more dollars to spend, we may be interested in cost, but not before. At the present time, thank you, we eat once a week, smoke regularly, sleep when we are not awake, and work our necks off all the time, day and night. Since we are in this happy state of being what is the cost of a thousand ems set by type lice per hour?

Carelesser about cost than a drunk as to where he steps, we are yours in Sunshine and Poverty.

—O. U. Phool, Printer.

P. S.—Ma and the girls just yelled from the bedroom bindery that they wished they were working for some one who could pay them even a dollar a week for their work. We second the motion.

Blind Alley Business

Blind Alley Business!

There is lots of it.

Go where you will, look where you will, you will find many a man who has chased his business into "blind alleys."

The real reason is that he did not know how to keep it from going there.

And the real reason for THAT is that as a

mechanic, artisan or tradesman, he had not been trained at all as to right business methods.

In fact, as a scholar in school, even though he took a course in some special trade or in manual training, or even in college, he was not taught RIGHT business methods.

But what ARE RIGHT business methods?

ALL THE METHODS THAT HAVE TO DO WITH THE SCIENCE OF COST FINDING.

And Cost Finding means the study of how to get back all the dollars that one puts into a business—first the business of producing labor, then of the business of dealing in the products of labor.

Because this study is NOT properly made each year, we can see many thousands of men with their business gradually forced into blind alleys.

No, not because they wanted to be forced there, but because they did not know how to prevent the "forcing."

The "Omaha Spirit" is Marching on

Again the "Omaha Spirit" is felt—this time in Lincoln, Neb.

The members of the Typographical Union of that city, invited their bosses to one of their meetings and listened to a cost talk by Frank I. Ellick of Omaha.

In time the Lincoln printers will be doing what the Omaha printers recently did—arranging on a business basis new shop rules and wage agreements.

This "Omaha Spirit" is a fine thing for both the employer and employe and for the consumer as well. This "Spirit," this dealing on the square, harms no man but brings good for all.

It is to be regretted that the Omaha Spirit does not prevail among the mine owners and miners in the North Michigan country, in Colorado, and in West Virginia.

If this spirit ever does get beneath the hides and into the hearts of the men of those regions, we wager that they, too, will fall in line with this most commendable and progressive of spirits, which recently brought about in a most peaceful manner for Omaha printers a new wage agreement.

The new scale gives hand and machine compositors an increase in wages of 25 cents a day, making the wage scale now $25.50 a week for day work, and $28.50 a week for night work, of six eight-hour periods. Pay is to be given for over-time at the rate of time and one-half. This is the first wage increase for the Omaha printers in four years and was granted because of the high cost of living.

This new agreement is to cover a period of five years, gives more liberal arrangements to publishers in exchanging so-called "mats," apprentice provisions, and creates a local standing committee, representing all parties to which is to be referred, subject to appeal, all issues or disputed constructions as between employers and employes.

The wage increases in the newspaper offices extend automatically to machine operators employed in the independent offices in Omaha under their trade agreements.

This department is willing to wager that the time is not far distant when the printers of Omaha will be able to set down with their bosses, and present facts and figures in a new way that has to do with the costs of producing the labor which they sell. They will be able thereby to deal with their bosses in exactly the same method that the Master Printers deal with their customer through the cost system properly installed and working.

In other words the wage question will be settled like other buying and selling questions where costs are known, on a "cost plus basis."

The other evening as we went down to the station to take a trip to the great Northwest, a heavy fog bank hung over the city. So dense was the fog that lights could not be seen for more than two hundred feet.

All night our train slowly felt its way up the fog-bound line, and because of the treacherous bank we found, when morning came, we were many hours late.

This little experience brought to mind those days of the Past when it was our duty to ride the "head end" and buck the line through fair weather and foul, rain, snow or fog, day or night. To our mind was also brought a few verses which we wrote one time after a long, dreary trip through a terrible, foggy night and following the red lights of the train ahead of us:

The night is black—great mists blot out the heavens,
And all our landmarks, too, are gone;
The line is lost to dangers that are crowding—
Oh, Father guide us on!

Our searching light beats 'gainst great walls of vapor—
Our pilot cleaves them—there are shown
Queer holed lights—a village crashes 'gainst us—
And we are alone!

And through the night with all its misty terrors,
That move defiant toward the dawn,
We homeward spin—two threads of steel behind us,
And Thou still guiding on.

Houston, Texas, and the Editors—Plans for the Convention in April

By Jerome H. Farbar, Director of Publicity, Houston Chamber of Commerce.

Jerome H. Farbar

In past year it has been my pleasure to welcome many conventions to Houston. Any number of trade publications have contained my welcome. I have told of the many wonders of Houston, what the delegates will see in Houston and what the Chamber of Commerce will do for the delegates in the way of entertainment when they come.

But this is the first time I have welcomed a representative body of newspaper-men. And in doing so I take a heartfelt interest for I am an "old" newspaper-man who has deviated from the regular paths of journalism and undertaken the exploitation of a city.

Like all newspaper-men I had the world at large to select from when I chose a permanent home. In the winter of 1907, I filled the newly created position of telegraph editor on a Colorado newspaper. Then the panic came on. Smelters closed and subsequently the mines. Stores closed and advertising fell off. Retrenchment policies were put into force and the newly created telegraph desk was the first on the list.

I had the choice of telegraph desks in either Seattle or Houston. I had read of the sunny clime of the South and being a Northern man I knew of the rigors of a Northern winter. So there is small wonder that I chose Houston, and that night found me journeying South—to the land of perpetual sunshine and warmth, of flowers and the new land—Houston.

It is Houston that I am going to describe. The personal matter in the foregoing is but an introduction of the writer and to qualify him for the veracity of the statements to follow. I hope there will be nothing stereotyped in the narrative, as I hope to make it a heart-to-heart talk between newspaper-men. The members of the National Editorial Association are interested in Houston as the next convention city and my story of Houston will be based on fact as I found Houston, as it is today, as I believe it to be the pre-eminent convention city of the Nation and how the Chamber of Commerce and other organizations are combining to make the stay of the editors in Houston one long to be remembered.

The time of the National Convention will bring the editors to Houston during one of the prettiest seasons. It will not be hot—it does not get real hot in Houston ever, as the peculiar Gulf Trades warm Houston in winter and fan her in summer—but it will be a pleasant change from the East, North and West. Delightful weather should prevail at that time and surf bathing will be in order, as one of the attractions from the monotony of the convention sessions.

Houston is but an hour's ride from the bayside or gulfside and an outing in Galveston and a dip in the "finest surf bathing in the world" is on the cards for the editors. One may go down by steam train, electric interurban or automobile. Within an hour from the departure from the convention hall and the day's work the visitors may be disporting themselves in the cooling surf, dropping bait for the wily crab or swinging a hook for the sportive fish of the deep sea.

Or the visitor may make the trip via the Houston Ship Channel, Houston's deep waterway to the Gulf of Mexico. A trip down this channel already is planned, to take the editors to historic San Jacinto battlefield, fifteen miles below the city. The channel is fifty miles in length and connects with all the resorts along the bay shore or directly into the Gulf of Mexico.

Postoffice and Federal Courts Building

At the battlefield the visitors will view the site of the brief but decisive engagement of April 21, 1836, when a small band of Texans under General Sam Houston, met and routed 1,600 Mexicans under Santa Ana, and won independence for Texas. This historic place is now owned and maintained by the State of Texas as a public park and is one of the show places of Houston.

The trip to the battlefield will be made in yachts, furnished by members of the Houston Launch Club. At the battlefield an old-fashioned barbecue will be served.

The trip down the channel will take the visitors through the Launch Club harbor, where are kept over 300 pleasure boats, ranging from the little puffing "one-lungers" to palatial sea-going yachts, numbered among

the finest in Southern waters. Each year a regatta is held and exciting races are staged. Some sport of this kind may be arranged for the pleasure of the editors.

The Houston Ship Channel is particularly a place of much interest. The channel covers the course of old Buffalo Bayou, which means an arm of the sea. It is a natural waterway, but man's efforts have deepened the stream to a minimum depth of twenty-five feet throughout with a minimum width of two hundred feet and transformed the formerly sluggish, sleepy bayou into a great commercial channel, over which the largest vessels of ocean commerce will travel.

The work of deepening the channel is now under way and probably will be finished by April. To accommodate the ocean vessels the City of Houston is preparing to expend $1,000,000 on the first unit of docks at the Turning Basin, at the Houston terminus of the Channel.

The present improvement work on the channel is being done under direction of United States army engineers, the work costing $2,500,000. One-half of this amount was put up by the people of Houston. Maintenance of the channel will be undertaken by the Government at its expense.

Scene on the Houston Ship Channel

Wharfage in Houston will forever be free. This is a provision in Houston's contract with the United States Government. Commerce over the Houston wharves never will be subject to tax. The wharves will be maintained by the city and adequate warehouses will be constructed.

The activity of the government interesting itself in the construction of the Houston Ship Channel is significant. With the opening of the Panama Canal, all commerce from the Central Western States, seeking outlet through the Panama Canal, will come Gulfwards. There are seventeen railroads entering Houston, radiating from this territory, all centering at Houston. Hence of necessity this commerce must come through Houston.

With a deep sea channel from the Gulf of Mexico to Houston this commerce may reach Houston by rail, be transferred direct to ship free of wharf charges, and proceed direct to the Panama Canal. The same may be said of importations designed for this same territory, and it is for this commerce that Houston and the Government have combined energies and resources to construct and complete the Houston Ship Channel in time for the quickening of trade that will come with the opening of the Panama Canal.

The interesting city of Galveston will be inspected one whole day at our expense. There the editors may see the giant causeway, completed a year ago, which connects the island of Galveston with the mainland. The Causeway is of concrete and is two miles in length. Steam and electric trains cross on the same tracks, and there is a drive way for vehicles and a walk for pedestrians.

In Galveston the visitors will see the famous seawall which protects the city from the sea. Below the seawall is the fine beach and surf bathing, which is described as "The Finest in the World." There will be time for plenty of surf bathing, while on down the

Surf Bathing at Sylvan Beach

beach the editors may take a spin in an automobile over a fine beach auto-racing course, on which each year races of National importance are held.

A feature of the day at Galveston will be an oyster roast. Galveston is famous for its oysters and the juicy bivalve will be taken fresh from the waters before the eyes of the visitors and roasted, baked, stewed, fried and served raw on the half-shell or any way the appetite may demand. They may have the pleasure of opening their own oysters if they wish. This is a hazardous job

and if the diner is hungry his appetite will be appeased sooner if the experienced openers are allowed to do the work.

There will be plenty of entertainment along the coast,

Courthouse, Houston

the beaches and in and on the Gulf. We will endeavor to make this feature appeal even to those who live on the water, as well as to those of the interior. We have a way in Houston of handing out the far-famed Southern Hospitality in a pleasing manner and we are perfectly glad on this occasion that our guests will be newspaper-men.

Another feature of the entertainment will be a trip to Sugar Land, near Houston, to inspect the manufacture of sugar and syrup. The great refinery at Sugar Land is the largest in the South and is one of the "Independents." Thousands of acres surrounding will be growing in cane in April, but the grinding of sugar goes on the year round, the raw material being shipped in from Cuba after the harvest of the Texas crop.

At Sugar Land an old-fashioned barbecue of chicken, beef, pork, lamb and other meats will be served. If you have never stood over the barbecue pits and tasted the rich fragrant meat as it is lifted from the spits you will have the time of your life at Sugar Land.

The great Circle Tour of larger Texas cities perhaps is the greatest feature of the entertainment. This tour will take in San Antonio, Austin, Fort Worth and Dallas. Commercial organizations in each city are making big arrangements for the entertainment of the visitors during their stay in the respective cities and when the editors leave Texas they will have some new impressions of the immensity of the State and the immensity of its hospitality.

The delegates naturally will be interested in the convention hall where the sessions will be held and of hotel accommodations. In both situations Houston is better situated than any other city in the South.

The Municipal Auditorium, where the convention sessions will be held, is a new structure of concrete steel, brick and stone, and cost the city $400,000, which was paid for out of the general revenue of the city, without bond issue or extra tax. The Auditorium seats over 7,000 persons and 10,000 may be accommodated within hearing and seeing distance of the great stage.

It is the largest, finest and costliest fireproof and modern hall in the South and few cities in the entire country can match it. It has been the source of many inquiries from other cities as to its construction and plan of financing, and it has been a source of much wonder how such an expensive structure could be built and paid for out of the general revenues, but it is the Houston system of taxation which has made possible many such improvements.

Rice Hotel

Houston has more hotel accommodations (first-

Houston Municipal Auditorium, where National Editorial Association will hold its 1914 Convention Sessions. Seats 7000, persons, cost $400,000 and is fireproof

Houston Country Club

class) than any other city in the South. We have several fine hotels, three of the largest being constructed within the past two years, namely, the Rice, Cotton and Bender.

The Rice hotel is a magnificent hostelry, the largest and costliest hotel in the South. It is eighteen stories in height, cost $3,500,000 to build and is the latest word in modern hotel building. It has nearly 600 guest rooms, two cafes, three banquet halls, a convention hall and several private dining-rooms. It is surmounted with a beautiful roof garden where in the summer all three meals of the day are served.

City Hall and Public Market

As the new Rice Hotel is a triumph of down-town construction the new Rice Institute buildings, three miles south of the business center of Houston, yet within the city limts, is the great achievement in outside construction. Rice Institute is a co-educational institute of learning which is to the South what Leland Stanford University in California is to the Pacific Coast. It is the greatest institute of learning in the South. It is endowed by the late William Marsch Rice, the endowment fund now totaling over $10,000,000, making Rice Institute the seventh richest institution of learning in the United States and the richest at its inception. This is the second year of its work.

In the academic plan thirty-three buildings are proposed on ground of about three hundred acres. Four buildings—Administration building, engineering building and power house and two residential halls—have been completed for the opening, while there is under construction a third residential hall and a physics laboratory. The latter building will cost a quarter million dollars. En tour the city the editors will be taken to the Institute to view the magnificent group of buildings of rich architectural design that form the beginning of the general plan.

As guests of the Chamber of Commerce the editors will be taken for an automobile tour of the city. This will take the better part of a day to do properly. Houston is a city of 130,000 population with an area of about 35 square miles. There are many points of interest to be shown, among which is the Country Club, where lunch probably will be served.

Houston is a city of great business volume. It is the largest city in Texas and is the manufacturing, wholesaling and jobbing center of the Southwest. Houston's favorable freight rates makes this possible, as the Ship Channel gives to Houston the much-desired water rate.

As the railroad center of the Southwest Houston has seventeen trunk lines of railroad. As these railroads meet deep water at Houston the city's importantance as a shipping point is doubled. Four railroad systems maintain their shops in Houston. One of them is the Southern Pacific, which maintains the largest shops of the entire line in Houston. These shops turn out and repair everything from a freight car and passenger coach to a locomotive. The only general office building owned by the Southern Pacific is located in Houston, being a nine-story modern structure completed about a year ago. Houston is headquarters for all Southern Pacific lines in Texas and Louisiana, and the offices of all departments are located in the new Southern Pacific building. A half million dollar general hospital has just been completed and opened in Houston by the Southern Pacific.

The Southern division headquarters of the Wells-Fargo Express Company is located in Houston and in

First National Bank Building, Houston, Texas

(See Page 98)

that division are Texas, Louisiana, Arkansas and parts of other states. The Texas and Mexico headquarters of the Pullman Company is located in Houston.

Houston is the largest inland port cotton market in the world, handling approximately 3,000,000 bales of cotton annually. Houston has six compresses, among them being the largest compress and warehouse in the South. This warehouse will be passed on the way to San Jacinto battlefield. Houston is the cotton center of the State and is the only point in the State designated by the Government as a regional cotton center.

Houston is the finacial center of the Southwest, with more banking capital and larger deposits than any other city in the State. The deposits subject to check range from $35,000,000 to $40,000,000 and over. The banks are housed in some of the finest banking structures in

the country. The Bankers Trust Company, capitalized at $2,000,000, is the largest trust company in the State, and is one of the biggest developers in the section. It is housed in the thirteen-story Union National Bank Building. The First National Bank is one of Houston's strong and conservative banking institutions and is capitalized at $2,000,000. It is housed in its own structure, a magnificent eight-story building in the heart of the financial district. The Southern Pacific Building, which is in the financial district, houses on the entire ground floor the spacious printing plant of Rein & Sons Company, which is equipped with as modern machinery as may be found in the country.

Administration Building, Rice Institute

In the printing trades the Miller and Orem Typesetting Company, a $35,000 corporation, deals in manufactured type and all printers' supplies, and machinery, except paper. The equipment includes five modern Linotypes of the latest pattern and two Monotypes. Their field covers all of South Texas and the capacity of the business is such as to work steadily throughout the year day and night shifts.

The Western Newspaper Union has two plants in Texas,one of which is located in Houston. In the handling of "patent insides," stereotyped plates, etc., it covers all of South Texas and Southern Louisiana.

Houston is well supplied with good newspapers, the two principal ones being the Houston Post and the Houston Chronicle, the former being a morning paper and the latter an afternoon paper. Each is located in its own building on either side of Texas Avenue, in the heart of the city and a block from the Auditorium. The Post is in its 28th year and it has recently added to its building, nearly doubling its floor space and capacity, making it the largest exclusive newspaper building in the South. The home of the Chronicle is in the 10-story Chronicle building, a magnificent structure in which is also housed the Chamber of Commerce. The Chronicle is in its 13th year and its plant is well equipped for the quick handling of news as is necessary for an afternoon newspaper.

The Chamber of Commerce, the power behind our good friend, Lee Rountree, of Georgetown, who brought the convention to Houston, will be the active host to the editors when they come to Houston. The Chamber is composed of the representative business men of Houston, and is the strongest and largest commercial organization in the South. Ten persons are actively engaged in the work of building a Greater Houston and many municipal experts say it is the best organized body of business men. All work is departmentized and handled individually and to its system may be accounted many of the big things the Chamber of Commerce has done for Houston.

South End Junior High School. A Houston School Type

The rooms of the Chamber of Commerce will be open to the newspaper-men and its staff with the assistance of the good peple of Houston will attempt to exemplify to the visiting editors the well-known Southern Hospitality, as it was never shown before.

Twenty-Eighth Annual Convention of the National Editorial Association Houston, Texas, April 23 to 25

The entire State of Texas is arranging to give a great welcome to the delegates to the Twenty-eighth Annual Convention of the National Editorial Association. The business sessions of the convention are to occupy three days, April 23, 24 and 25, and are to be held in Houston. Following the business sessions there will be an eight-day tour of the State, during which the delegates will enjoy the hospitality of the cities of San Antonio, Austin, Waco, Fort Worth, Dallas and Galveston. The Texas Press Association when it invited the National Editorial Association to meet in that State promised that "thirty members of our association will meet delegates at the Texas border and escort them through Texas. Every member of our association will act as a special committee to see that every member of the National Editorial Association has a good time while in our state." That the Texas Association will more than make good on its promises is to be seen from an account in a Texas newspaper of the recent meeting of the entertainment committee, the program committee and the itinerary committee at Dallas. Lieutenant-Governor Will H. Mayes presided over one of the meetings. Without any expense to the visitors, towns will be booked and the railroad fare and entertainment for the train will be paid by the cities visited The commercial clubs of Dallas, Fort Worth, San Antonio, Austin, Galveston and Waco have already assumed responsibility for such hospitality and other cities will be added. It was decided that a car of welcome, stocked with some of the State's products, would meet the visitors at the state line and escort them in. Lee J. Rountree was made general manager of the welcoming car with an advisory committee. Sub-committees were appointed on welcome, packing house supplies, bakery supplies, cigars, confections and soft drinks and badges.

Houston is not going to allow the other cities of the State to monopolize the entertainment features, for its committee has arranged an automobile ride over the city, with a stop at the Country Club; a reception and banquet with dancing as a compliment to lady delegates; a theatre party as guests of the Chamber of Commerce; a launch trip over the Houston ship canal to the historic San Jacinto battlefield, and a luncheon after arrival; a trip by rail to Sugarland, twenty-five miles distant, and a barbecue dinner.

In the number of notable public men who will be present and make addresses, the arrangements for the business sessions of the Association April 23 to 25 at Houston will surpass any program that has previously been a feature of National Editorial Association meetings, and this means much because the association dur- its long existence has held some remarkable conventions. An innovation that will be appreciated will be a session dedicated to the ladies, when the limelight will be turned on the work and problems of women journalists.

Secretary of the Navy Josephus Daniels, owner and editor of the Raleigh (N. C.) News and Observer, has accepted an invitation to deliver an address. Tentative promises have been made by other prominent men and a later announcement will reveal a remarkable list of notable speakers. The Lieutenant-Governor of Texas, Will H. Mayes, is a member and past-president of the National Editorial Association.

The National Editorial Association is an organization of men and women engaged in newspaper work in all its branches; writers, editors, publishers, educators in schools of journalism, etc. There is being formed an advertising bureau to bring to newspapers published in the smaller cities and larger towns general advertising which now they do not obtain. A plan is also being formulated for a legislative committee that will guard the interests of the press not only in Congress and in State Legislatures but wherever there shall be need for its services. Local Advertising Clubs are being formed to work with the Associated Advertising Clubs of America in the promotion of advertising, and, in general, the association desires to enhance by every honest and dignified method possible the financial returns from all forms of editing, publishing and printing in which its members are engaged. Writers, editors, publishers, educators in schools of journalism, etc., may acquire membership in the National Editorial Association upon the payment of the annual dues of two dollars.

All members attending the annual convention are required to pay a convention fee of five dollars and two dollars for each member of his family accompanying him.

The annual conventions of the National Editorial Association are experience meetings with discussions of the utmost value. The accompanying side trips are highly educational and the friendships formed afford pleasure and satisfaction that are enduring. The best thing the membership offers, however, is an opportunity to be of service to the profession.

Houston, Texas, where the sessions of the convention will be held, has been termed the "workshop of Texas." Seventeen railroads meet the sea at that point. Naturally attractive, it takes great pride in its industrial development. The city has the commission form of government and its manufactured products aggregate fifty million dollars a year. The hotel facilities are first-class and the accommodations ample. The headquarters of the convention will be at the Rice Hotel, an eighteen-story structure recently erected. The name of Rice is a familiar one in Houston, which boasts of the Rice Institute, endowed for ten million dollars.

Galveston, one of the cities that will be visited during the tour of the State, is the greatest cotton port in America in volume of exports and imports. Named for Count Bernardo de Galvez, Spanish explorer, the city has developed under five flags—those of Spain, Mexico, the Republic of Texas, the Confederate States of America, and the United States of America. Surf bathing and fishing are features, not to mention a hard-packed speedway, two hundred feet wide, for automobiles, with no speed limit. Twelve thousand men of the United States regular army are camped in Galveston. A feature peculiar to this city is the five-mile concrete sea wall, seventeen feet high, costing a million and a half dollars, that is crowned by a brick paved boulevard.

Austin, another city that will be visited, is the capital of the State and the seat of the University of Texas. It is an agricultural center, although its manufacturies are many. The distance from Austin to Houston is one hundred and sixty-five miles; to Galveston, two hundred and fifteen miles; to San Antonio, eighty miles; to Waco, one hundred and ten miles, and to Dallas and Fort Worth, two hundred and ten miles.

Waco, "The Busy Town on the Brazos," the city

of wonderful co-operative accomplishments, of great cotton compresses, of mills and factories; the seat of the great Baylor University, Ban University, Paul Quinon College, and other educational institutions, will give reception and entertainment that will educate, cheer and inspire.

Fort Worth, Texas, is the county seat of Tarrant County. Fort Worth has thirty-one city parks and parked streets. The county is now spending a million dollars on permanent improvement on the road.

San Antonio, the southernmost point to be visited, is rich in historical associations and most pcturesque in the scenes it has to offer the sightseer.

The officers of the National Association are: President, John Clyde Oswald, The American Printer, New York; Vice-president, George E. Hosmer, Herald, Fort Morgan, Colo.; Secretary, George Schlosser, Press, Sioux Falls, S. D.; treasurer, W. R. Hodges, Herald-Dispatch, Sleepy Eye, Minn.; Executive Committee: W. B. Collins, Leader, Gloversville, N. Y.; E. H. Tomlinson, Record, Morristown, N. J.; Frank Roderus, American Sugar Industry, Chicago, Ill.; H. C. Hotaling, Enterprise, Mapleton, Minn.; F. O. Edgecomb, Signal, Geneva, Neb.; Lee J. Rountree, Commercial, Georgetown, Texas.

PRESIDENT OSWALD TO BE PRESENTED WITH AN HISTORIC GAVEL

(From Austin, Texas, Tribune of Jan. 21.)

Col. B. B. Herbert, veteran editor of the National Printer-Journalist and founder of the National Editorial Association which meets in Texas this year, is a visitor in the city, accompanied by Col. Lee J. Rountree of the Georgetown Commercial. Col. Herbert is here preparing advance matter concerning Texas to be published for the benefit of six thousand editors represented by the association.

The visit of the national association of editors is to be one of the great events in the history of Texas. Col. Herbert hopes to give them such advance information regarding the state as will aid them in more fully comprehending the magnitude of what they are to see when they reach the southwestern empire.

Col. Rountree is exuberant over the enthusiasm this coming visit is stirring up among Texans. He says the greatest interest is manifested, and he believes the Texas meeting is to be the most successful in the history of the association, both in attendance of celebrities and in the scope of the program. He is devoting much time to the work, and to him is almost wholly due the selection of Texas for this meeting.

Calling on the governor this morning, Col. Rountree was presented by the chief executive with an historic gavel to be presented to the association at Houston. This little implement is of liveoak, made from the tree under which the first Masonic lodge of Texas was organized, and under which was held the first meeting looking to the adoption of the constitution of the Republic of Texas. The present is very highly appreciated by its recipient, and will be a very valuable memento to the association.

BANKERS TRUST COMPANY OF HOUSTON, TEXAS

During the year 1909, the first trust company to be organized under the State Banking Laws of Texas, was organized in Houston, with a capital of 500,000; surplus, $25,000. This company was known as the Bankers Trust Company. The demand for more capital made it necessary for the company to increase to $1,000,000 in September, 1910. The progress of the city and the surrounding country, and the demand for more money for development purposes, made it profitable for this company, in 1911, to consolidate the Bankers Trust Company and the Texas Trust Company, the two leading trust companies in Houston. This increased the capital of the Bankers Trust Company to $2,000,000. At the close of December, 1913, the Company had a capital of $2,000,000, and surplus and undivided profits of $990,000, making it the largest financial institution in the State of Texas.

The Company does a trust business and invests money for individuals and corporations. The 7% First Mortgage Bonds sold and guaranteed by this Company, have reached to all parts of the United States, and Texas investments probably find a greater market through this Company than any other.

Home of Holland Magazine, Dallas, Texas

GALVESTON TRIBUNE

Now in its thirty-fourth year the Galveston Tribune is enjoying a steadily increasing circulation and is constantly winning its way further into the confidence of the people of the city it serves. The Tribune goes into over 93 percent of the homes in Galveston each week day afternoon and is a welcome visitor there.

This good position has not been attained, however, without a lot of hard work. For years it was a case of a stern struggle for existence, but the efforts have borne fruit not only for the paper, but for the city of Galveston. Incidentally it is for the good of the town that the Tribune constantly strives. No opportunity to do the city or its people a service is overlooked.

Galveston's commanding position relative to the Panama Canal and the trade of this country with all of Latin America is well known and the Tribune is constantly doing everything possible to see that this position of the city results in all the good that should come therefrom.

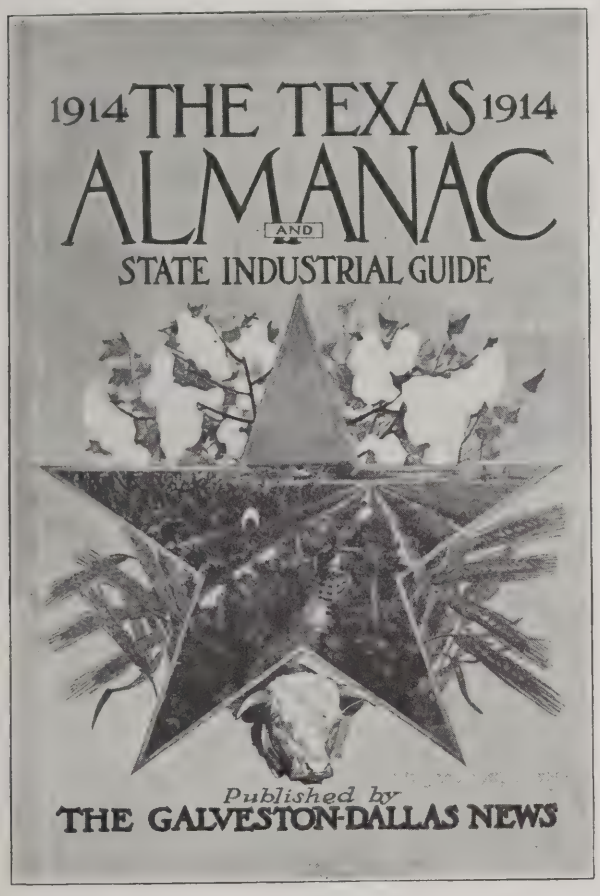
The Tribune is a member of the Associated Press and takes the day leased wire report. This added to the large local force and a number of popular features

enables it to produce an attractive, newsy and thoroughly interesting paper.

Exploitation of the advantages of Galveston as a summer and winter resort and as the second port in the matter of volume and value of commerce is the especial mission of the Tribune next to giving the news while it's new. To do this no exaggeration or misrepresentation is necessary. There are facts in abundance upon which to draw.

TWO TEXAS DAILY PAPERS UNDER ONE OWNERSHIP AND GENERAL MANAGEMENT

Readers of the National Printer-Journalist have read in the pages of this journal of late something as to features and accomplishments of the excellent daily, the Dallas Daily News. But there is also a Galveston Daily



A Model Cover Page

News, and both papers are under the same general management, and during a recent visit to Texas, the editor of this paper had the opportunity of visiting the offices of both. All the good opinions previously held were confirmed.

The Galveston News was established in 1842 and is the oldest surviving newspaper in the State. It has passed with increasing prosperity through all the dangers and vicissitudes of seventy-one years. The Dallas News was established in 1885, at nearly the opposite side of the State and since then the Galveston News has concerned itself more particularly with South Texas and the Dallas News with North Texas, both giving all general news and working together in recording the events and pushing forward all the worthy interests, institutions and industries of a mighty commonwealth, so large as to be better served by two than by one publication.

Both are independent, progressive newspapers, giving, as we were assured by an editor of a competing paper, the news without favor, bias and with absolute candor and fairness.

The News esteems this freedom as its greatest asset,

Galveston News Building
For Building of Dallas News see page 100

the freedom of having no other monitor than its own conscience. And it is because of its jealous safeguarding of this freedom that it has gathered to itself not merely the largest, but the best clientele that Texas affords.

COMPLETE ENGRAVING PLANT FOR SCHOOL OF JOURNALISM

With the installation of a completely equipped photo-engraving plant at the School of Journalism of the University of Missouri, the last step has been taken toward reproducing, so far as possible, metropolitan conditions for the student reporters. The plant has just been finished and is now supplying cuts daily for the University Missourian, the newspaper published by the students of journalism.

Students who turn in stories now are expected to supplement their work with photographs, just as if they were working on a large city daily. Many of the pic tures are snapped by the students.

The aim of the school is not to teach photo-engraving, but to give the students a chance to see their work not only in print, but illustrated. Demonstrations of the general methods followed in making cuts are also to be given to the students. Every reporter is expected to get pictures with his stories from time to time. With the new equipment, the School of Journalism can give its students experience in this line of work.

The plant is the most complete in the state, outside the larger cities. It is equipped for making both halftones and zinc etchings. Herbert W. Smith, a graduate of the School of Journalism three years ago, is in charge of the photo-engraving department.

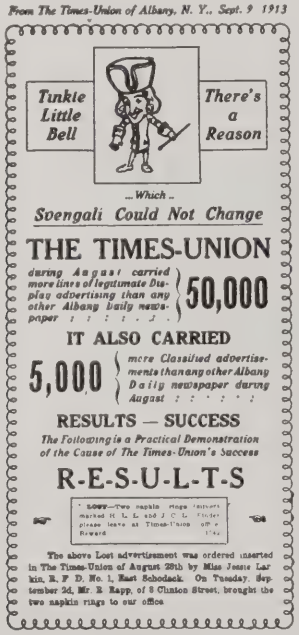
Besides getting illustrations, journalism students now write and edit the news stories for the Mssourian, write the heads, write the editorials, sell advertsing space and write the ads. They also control the business side of the paper, which is owned by an organization of the students.

MORE WORK THROUGH PUBLICITY

Address all samples and communications for this Dept. to Harry Albro' Woodworth, 43 St. Botolph St., Boston, Mass.

"Wants" Advertised in a Display Ad and on a Circular

THIS reproduction (1) of a reproduction of a display ad in the Albany (N. Y.) Times-Union is one of several enclosures in an envelope sent prospective advertisers by that paper. Rather a new idea of Svengali, and what he has to do with it is not clear. Some would say this ad is over-displayed, but even that may serve to bring it to the attention of the vublic. It will be read, foolishness and all, and though


From The Times-Union of Albany, N. Y., Sept. 9 1913

Tinkle Little Bell

There's a Reason

...Which...

Svengali Could Not Change

THE TIMES-UNION during August carried more lines of legitimate Display advertising than any other Albany daily newspaper 50,000

IT ALSO CARRIED

5,000 more Classified advertisements than any other Albany Daily newspaper during August . . . . . .

RESULTS — SUCCESS

The Following is a Practical Demonstration of the Cause of The Times-Union's Success

R-E-S-U-L-T-S

LOST—Two napkin rings [illegible] marked H. L. L. and J. C. L. Finder please leave at Times-Union office. Reward

The above Lost advertisement was ordered inserted in The Times-Union of August 20th by Miss Jeane Larkin, R. F. D. No. 1, East Schodack. On Tuesday, September 2d, Mr. R. Rapp, of 8 Clinton Street, brought the two napkin rings to our office

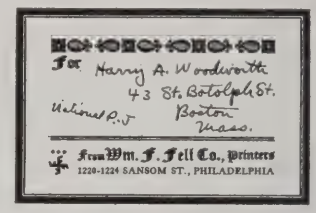
No. 1

it took Mr. Rapp some time to deliver the goods, remember that the lady lived as far away from his domicile as East Schodack.

✧ ✧

"I Do Not Like Thee, Doctor Fell," But the Fell Printery I Like Full Well.

W. Arthur Cole, with the William F. Fell Company, Philadelphia, sends two booklets in an envelope with this design (2) in the center or thereabouts. This is reminiscent of the best work of Will Bradley in those Chap Book issues in which he gave his fancy full swing—sometimes "constructing ornamentation" in daring defiance of De Vinne's ideas as to printing architecture—along the lines of the quaint



No. 2

chap-bookmen billies of old. (Speaking of architecture, I attended a lecture on "Musical Architecture" lately;

And I don't see why
I couldn't make a symphony.

But here (look again at 2, please) considerable restraint is exercised. There is, moreover, none of the funereal gloom of "The New England Primer," and the job is further

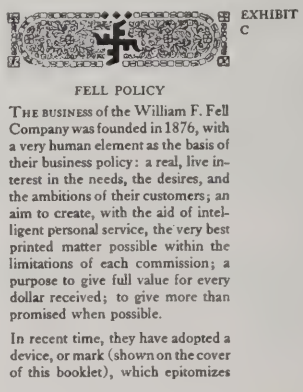


EXHIBIT C

FELL POLICY

THE BUSINESS of the William F. Fell Company was founded in 1876, with a very human element as the basis of their business policy: a real, live interest in the needs, the desires, and the ambitions of their customers; an aim to create, with the aid of intelligent personal service, the very best printed matter possible within the limitations of each commission; a purpose to give full value for every dollar received; to give more than promised when possible.

In recent time, they have adopted a device, or mark (shown on the cover of this booklet), which epitomizes

No. 3

brightened by the blood-orange in which the name of the firm and the "strange device" in the corner are printed. There is more to that device then one would think. For, as we are informed in the booklet, "Fell Service and Policy in Brief," it is a "commercial signature—A Sign of Service." It "epitomizes the ideals behind" the very comprehensive business policy of the firm. This policy is outlined in words that might once have sounded too good to be true, but not now—not Now! On the page of the booklet shown as 3, the Service-mark, the marginal head, and the other head are in the color.

As to the giving "more than promised when possible," (see 3 again), I have no doubt the company does so; but whether it is good advertising to give what practically amounts to a promise to give more than is promised is a question. More in care is meant, I suppose; some people are suspicious when they get more in quantity; and some do not really need it. Sometimes giving more in any way when it is not advertised and not expected makes a very good advertisement.

But who would think that device "Signifies (1) Right Belief, (2) Right Knowledge, (3) Right Conduct,"? I don't know how, any more than the prospective customer who gets the booklet, knows WHEN he gets it.

But a footnote tells of "a special Folder which fully describes this device." This will be sent to any one upon receipt of request for a copy. There! my curiosity is aroused—please send me a copy. Until I receive it, however, I will be sore puzzled as to how those three right things can be got out of the dots that are all alike, and the cross whose two bars are alike. Others will doubtless be just as curious as I, and will want to know. This is interesting follow-up advertising; I should like to know also what percentage send for the booklet, "A New Mark."

Under the head of "Fell Service" appears the following which shows that the policy and the service are anything but fell. (Pardon the poor pun—it is one of those we amateurs in writing cannot resist when we are led up to it):

✧ ✧

Closely Linked to Fell Policy is Fell Service.

It being impossible to specify in this booklet all things the William F. Fell Company do for all customers, the following few paragraphs will only briefly outline their Ideals of Service.

Finding the need among their patrons for a special service for planning and supervising high-standard printed matter, the William F. Fell Company have organized a Service Bureau. This department co-operates with any customer in creating plans, in the preparation of copy, decoration and illustration, and gives special attention to typographic treatment, with the definite aim of manufacturing efficient printed matter with economy. [To this paragraph there is the footnote: "How Fell Service Works" is the title of a series of Exhibits of successful printed matter. They will be sent to any one upon receipt of request for copies.]

The Fell Service Bureau endeavors to make every piece of literature bearing the **Fell Imprint** truthfully to convey its intended message to a specific audience in a direct and forceful manner, thereby increasing the liability of greater return.

In addition to planning efficient printed matter, it is the further aim of the **Service Bureau** to search out ways of serving that shall make the **House of Fell** a necessary adjunct to each customer's business.

An ad may produce good results under certain conditions, and yet be a poor advertisement. On the other hand, a good advertisement sometimes fails under especially unfavorable circumstances. Oh, this publicity is a puzzling game!

✧ ✧

"How the Booklet Goes Through the Printing Shop" is the title of a little book issued by the Fell Bureau. The larger part of it contains a reprint from Printers' Ink of an article which will probably be a revelation to the customer who says, "Oh, just give me a thousand now. You can have all the time you wish on the rest of the job."

Both the article and the comments made by the publishers are highly interesting, and perform a very real service to customers who are not to be blamed, as a general rule, for their ignorance if printers do nothing to remove it. It should be remembered that printing is not entirely analogous to any other trade, or profession, or combination. It is not generally stupidity or unreasonableness, therefore, that makes customers require as much of a printer to whom they give jobs as they would be of the Devil if they sold him their souls. Printing was formerly supposed to be an invention of that gentleman, and the idea of getting a job in presto-change time is largely due to its yet being a mystery to many. It is part of Advertising's mission to clear up mysteries, which should have no place in modern business. The age of mysteries was a dark one, and has

> Gone like the shadow that floats on the grass;
> Gone—with a mixture of hydrogen gas—

and other gas, generated by mediaeval and modern hot-air dispensers. The Twentieth Century is right in the beginning of the promised age when all things that were hidden shall be made clear. And the Advertiser is one of its prophets and interpreters.

There are some very strong hints as to how the customer can help the printer get out a job sooner—and as the reader of the booklet is aware that the words are not those of the printers, they should not offend because of their brusqueness:

Some Sound Time-Saving Suggestions

Don't hold on to the proof until the day before the job is wanted, for only a part of the work is done when you see the proofs—sometimes the smallest part.

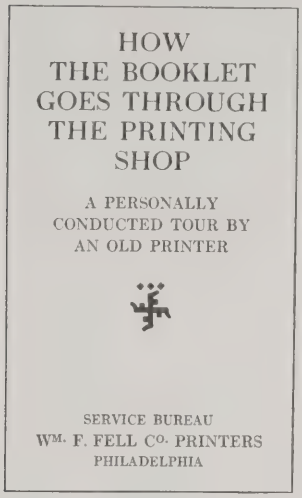
Fuss over your copy **before** it goes to the printer—not when the proof is submitted. Then you will have a fuss with the printer about the alteration charges and delays.

If you want to see how the job looks in color, go over to the printing office and have the printer show you press proofs. Don't have the printer hold an expensive press and employee while the proof is sent to you.

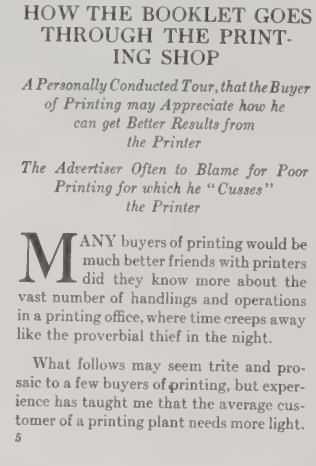
In printing, haste usually makes smeared copies, smudgy-looking cuts, with no make-ready, dead colors that do not have time to dry before handling. And, last but

not least, it makes poor printing—and poor printing is dear at any price.

What is the use of calling upon the best of your own experience and knowledge in order to develop a good advertising idea, only to clothe that idea in the shabby



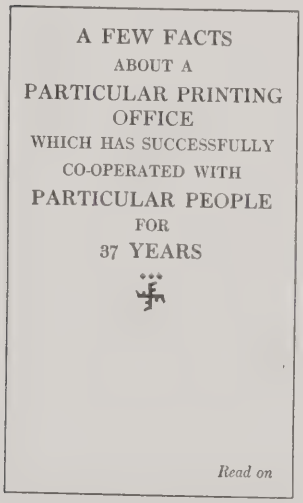
No. 4a


HOW THE BOOKLET GOES THROUGH THE PRINTING SHOP
A Personally Conducted Tour, that the Buyer of Printing may Appreciate how he can get Better Results from the Printer
The Advertiser Often to Blame for Poor Printing for which he "Cusses" the Printer
MANY buyers of printing would be much better friends with printers did they know more about the vast number of handlings and operations in a printing office, where time creeps away like the proverbial thief in the night.
What follows may seem trite and prosaic to a few buyers of printing, but experience has taught me that the average customer of a printing plant needs more light.
5

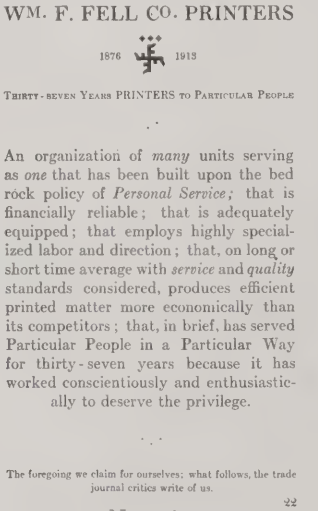
No. 4b

garments of bad printing—bad because you often fail to give the printer a chance?

The title page of this booklet is shown as 4a; the service mark is in the orange. The first page of the story, with a triple head that

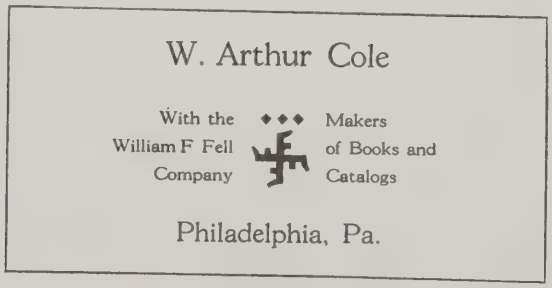


No. 4c


WM. F. FELL CO. PRINTERS
1876 1913
THIRTY-SEVEN YEARS PRINTERS to PARTICULAR PEOPLE
An organization of *many* units serving as *one* that has been built upon the bed rock policy of *Personal Service;* that is financially reliable; that is adequately equipped; that employs highly specialized labor and direction; that, on long or short time average with *service* and *quality* standards considered, produces efficient printed matter more economically than its competitors; that, in brief, has served Particular People in a Particular Way for thirty-seven years because it has worked conscientiously and enthusiastically to deserve the privilege.
The foregoing we claim for ourselves; what follows, the trade journal critics write of us.
22

No. 4d

does not scream, and yet is not exactly a still small voice, is 4b. Two other pages of the book are also worth showing, as I have been asked



No. 5

so many times to give more booklet pages. 4c has both the mark and the words, "Read on," (I was going to, anyway) in the orange; 4c is the next page (work-mark in orange of course). Then follow pages in smaller type, telling the good things critics of printing wrote of the Fell typography.

Mr. Cole's personal card, with the rules and service-mark in orange is shown as 5. There is scarcely any margin. The design is simple, artistic, out-of-the-ordinary.

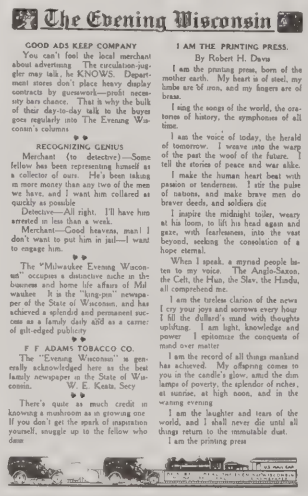
✧ ✧

An exceptionally high rate of insurance is no excuse for neglecting to insure. It is, in fact, an additional reason for carrying all the insurance that can be obtained. It proves that the insurance companies, who naturally want all the business they can get, and who should be good judges of probabilities, are convinced that the risk of loss is unusually great. No—I am not in the insurance business.

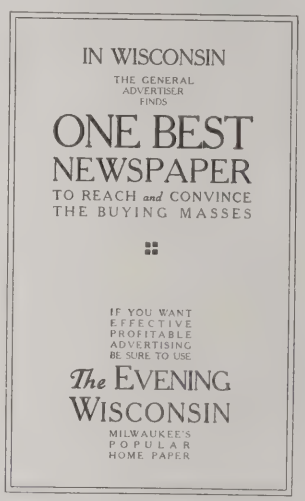
✧ ✧

A Home Organ's House Organ

"The Evening Wisconsin in Tabloid" is a little paper that is issued monthly to tell about a great paper that is issued daily. An evening paper of a high class published in a city that has such an appealing name as "The City of Homes" is one that naturally appeals to


The Evening Wisconsin
GOOD ADS KEEP COMPANY
You can't fool the local merchant about advertising. The circulation-juggler may talk, he KNOWS. Department stores don't place heavy display contracts by guesswork—profit necessity bars chance. That is why the bulk of their day-to-day talk to the buyer goes regularly into The Evening Wisconsin's columns
RECOGNIZING GENIUS
Merchant (to detective)—Some fellow has been representing himself as a collector of ours. He's been taking in more money than any two of the men we have, and I want him collared at quickly as possible
Detective—All right. I'll have him arrested in less than a week.
Merchant—Good heavens, man! I don't want to put him in jail—I want to engage him.
The "Milwaukee Evening Wisconsin" occupies a distinctive niche in the business and home life affairs of Milwaukee. It is the "king-pin" newspaper of the State of Wisconsin, and has achieved a splendid and permanent success as a family daily and as a carrier of gilt-edged publicity
F. F. ADAMS TOBACCO CO.
The "Evening Wisconsin" is generally acknowledged here as the best family newspaper in the State of Wisconsin. W. E. Keats, Secy
There's quite as much credit in knowing a mushroom as in growing one. If you don't get the spark of inspiration yourself, snuggle up to the fellow who does
I AM THE PRINTING PRESS.
By Robert H. Davis
I am the printing press, born of the mother earth. My heart is of steel, my limbs are of iron, and my fingers are of brass.
I sing the songs of the world, the orations of history, the symphonies of all time.
I am the voice of today, the herald of tomorrow. I weave into the warp of the past the woof of the future. I tell the stories of peace and war alike.
I make the human heart beat with passion or tenderness. I stir the pulse of nations, and make brave men do braver deeds, and soldiers die.
I inspire the midnight toiler, weary at his loom, to lift his head again and gaze, with fearlessness, into the vast beyond, seeking the consolation of a hope eternal.
When I speak, a myriad people listen to my voice. The Anglo-Saxon, the Celt, the Hun, the Slav, the Hindu, all comprehend me.
I am the tireless clarion of the news. I cry your joys and sorrows every hour. I fill the dullard's mind with thoughts uplifting. I am light, knowledge and power. I epitomize the conquests of mind over matter.
I am the record of all things mankind has achieved. My offspring comes to you in the candle's glow, amid the dim lamps of poverty, the splendor of riches, at sunrise, at high noon, and in the waning evening.
I am the laughter and tears of the world, and I shall never die until all things return to the immutable dust.
I am the printing press

No. 6a



No. 6b

advertisers of discernment; but there can be no doubt that a really high-class house organ such as the little paper will make the appeal stronger. The Evening Wisconsin, moreover, claims to live up to its distinctive name by being "the state-wide paper." The reading matter is of especial interest and variety. It is on good paper, the pages being made especially attractive to the eye by means of such cuts as those on the specimen page reproduced as 6a. Never, however, is the point lost sight of that the object of the publication is to tell about the Evening Wisconsin, and of Milwaukee and the state of Wisconsin in their connection with it. Many editors of house-organs that contain excellent reading matter seem purposely to neglect "the advertised article," evidently thinking that an abundance of matter about it will cause the production to be quickly discarded as a

mere advertisement. But there is an abundance of miscellaneous reading matter these days; and this paper has the right idea. The matters relating to newspaper advertising in general are so interesting that the advertiser will desire to preserve the little publication. The law about reading notices is not generally known to many advertisers;—it is given here. And some of the paragraphs about advertising in general say much in little space, and are not platitudinous. What an admirable simile is the following, for instance. Its value is not merely literary:

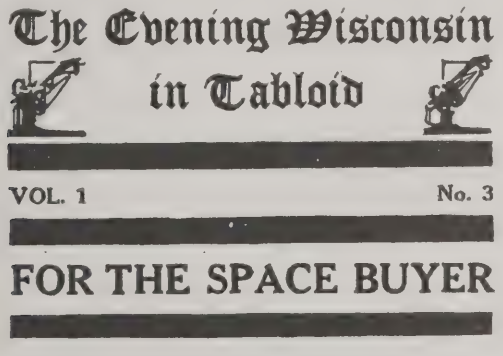
The ideal advertisement is like a harpoon. It has a sharp point. It is thrown at the right instant. It is aimed at the right place. It hits. It sticks. It pulls. It lands the thing it was aimed at.

This paragraph—it's by Herbert N. Casson—has a sharp point, a deep-piercing blade, that should plough the hide of many a hide-bound advertiser.

Here is another paragraph in keeping with the work of such organizations as the Associated Clubs of America—and of the conscientious advertiser:

As time goes on, advertising is bound to become more and more educational—less competitive; the ultimate purpose of advertising is to inform people how to live more comfortably, more cheaply and more happily; and this purpose, of course, serves the producer of good things just as it serves the consumers.

This is so idealistic that it seems as if its writer should be given the Nobel literaure prize for 1913; but this is an idealistic age, and advertising is doing its part in making it an ideal one. Perhaps the devoutly-to-be-wished consummation is not exactly the purpose of even such pious advertisers as Mr. Post; but let us hope the ultimate producer as well as consumer



No. 6c

will be glad! Advertising is to be a altruistic force, all right—in fact, is so, in the quaint idiom of some Milwaukeeans, "already yet."

The last page of the little paper is in a style that may easily prove suggestive to an advertising compositor (6b) who likes to have type talk, and talk loud, without having too loud an appearance.

The corner of the envelope (6c) in which the paper comes is pleasingly odd. The ornaments are representations of linotypes, I suppose; they are not very distinct in the light green ink in which they, like the heavy rules, are printed on the dark manila stock. The initials of the Old English are in a buff like that used by Roman painters; the remainder is black.

✧ ✧

Little Look-Ahead Thought for this Month: Easter is around the corner.

✧ ✧

A Drop of Printing Ink Should Make Good Printers Think

There's something about this typography (7), which is on the left-hand side of the first page of a folder—to make one either crick one's neck somewhat—or else move the folder so that it can be read without danger of having to be treated for bacteria because of cross-eyes causing tears to run down one's back. And

Increased
Knowledge
Regarding Our
Organization

WILL INCREASE

YOUR CONFIDENCE in our

ABILITY . . . . . to MAKE

it a PLEASURE to have

BUSINESS DEALINGS

with

U S.

No. 7

then, of course!—the folder will be opened. The inner spread shows the managerial and selling force of the Queen City Printing Ink Co., "Boston Philadelphia Chicago Detroit CINCINNATI Rochester Kansas City Minneapolis Dallas (with center dots between the cities). "You are acquainted with SOME we want you to know the others" is the cheery way in which these knowable folk are introduced. They look as if they were turned to Service. The talk at the back of the folder—I will omit the most of the caps of various sizes, and small caps; the "BUT" is 60-point in the reddest red the Queen City people make—

We want to make you an asset, namely, a pleased customer.

We consider we owe you more than merely the right inks at the right prices.

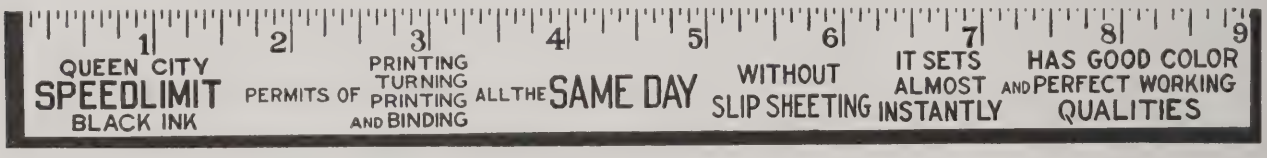
We want you to feel confident that all business and correspondence will receive prompt, courteous consideration.

You dictate quality, competition regulates prices, BUT it requires eternal vigilance and strict attention to details to avoid friction and petty annoyances.

You see, in big letters in the innermost part of the inside of the folder these words appeared, in the red of heart's blood—"We aim to give the Best Service possible," and this is just what this fine-looking force can give—you can see it in their eyes.

I can stand most anything from proofreaders; they have their side of the story, and cannot talk back; but in a sentence boasting about "eternal vigilance and strict attention to details," in 18 point type, isn't it eternally infernal to have it spelt "vigilence"? Things just happen that way; and never was there an article pointing out some one's blunders in proofreading that did not have a worse error due primarily to the writer!

Talking of display—this (8) is not the kind set forth in books on the subject, but being where it is—on the rule sent by The Queen City Printing Ink Co. (the other side is especially pretty)—is just the kind of display that forces you to desire some of that Speed-



No. 8

limit black ink? Well, perhaps you'd desire it if you read it anywhere, after all; but although it is not in the rules, the display looks good to me.

✧ ✧

"Put yourself in his place," is an injunction the advertiser should ever bear in mind.

✧ ✧

Holly Gee! Here's Johnny Wise

One of the most original circulars I have seen for a long while—"Johnny Wise Says"—is from the Holly Chieftain Printery, Holly, Colo. I'd like to reproduce it, but some of the ink is not the right kind for a satisfactory reproduction. I would not say it was in the highest form of typographical art; but it is certainly what it advertises—"after attractive printing"—and I'd like to see a job that the compositor of this did on more approved lines. I am sure the production would nevertheless have the earmarks and not so much the proofmarks of ingenuity; and that it would be very artistic I believe, if the compositor would only make an effort to make it so. For he was very close to being artistic with a plan that I do not believe anybody could make really artistic; and he even handled a greater variety of types in a smaller space than is generally used by such good compositors with something that was almost harmony. So I have big hopes that the maker of this unique advertising matter will be known far and near as a first-class advertising typographer.

I see that "Johnny Wise" talks "To all Good Indians everywhere"—and he does not look unlike a good Indian—I do not mean a dead one—himself. There are ideas for advertising a paper known as the Chieftain within your ideas. And there are other chieftains besides Indians. Did your school reader tell about the "chieftain to the highlands bound"?

✧ ✧

Don't use too many arguments in one ad. One convincing argument that makes a lasting impression is worth a dozen that are quickly forgotten. But sometimes an array of arguments makes a lasting impression.

✧ ✧

In Style After a While—But Do the Old Subscribers Like It?

The Farmington Chronicle, one of the last of the old four-page blanket newspapers of Maine, has succumbed to the inevitable and appeared lately in eight-page form. About twenty years ago, when both the daily and the weekly papers of the state were changing to the eight-page hobble, the late John Hunter, publisher of the Chronicle, submitted the question as to whether that paper should do so to the vote of its readers. The result of the ballot was that the four-page party won, and by a good majority. So the Chronicle did not follow the fashion at that time, retaining its ample folio till now.

✧ ✧

It seldom occurs to a man who knows he is honest that others will have doubts on the subject.

✧ ✧

Fierce!

This is one of the passages quoted by the Century Co. in an ad of a new book by Maurice Hewlett entitled, "The Lure of Proserpine."

I could describe her now at this distance of time—a radiant young female thing, fiercely favored, smiling with a fierce joy, with a gleam of fierce light in her narrowed eyes.

"Ain't it awful, Mabel, little Mabel?"

"I should join the I should Worry Club!"

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

YEARS ago during my introductory contact with the writings of Father Herbert of this journal, I was struck with something that got under my ribs and stuck; and, being only human, while I have not at all times since been able to practically apply it in my life as a printer-journalist, nevertheless, the knowledge of it and earnest effort to practice it, has helped. What Father Herbert wrote was a message to editors. It was simply this: "Keep sweet." Elaborating upon this gem of advice, I have therefore created the following poor verses as a fitting introduction to this installment of "Newspaper Criticisms":

Keep Sweet

If you're a county editor,
And court a great career,
No matter what your trials may prove,
Be ever of good cheer—
Keep sweet.

When for some childish, petty cause
Subscribers quit your list,
Don't grieve and mourn, nor tear your hair,
But on this thing insist—
Keep sweet.

When some good advertiser stops,
Because he cannot bear
Your editorial policies,
If right, do not despair—
Keep sweet.

When some subscriber has a fit,
Because you once did fail
To give his name publicity,
Don't weep nor weakly wail—
Keep sweet.

If, writing up your local notes,
You make a slight mistake,
Just smile at irate persons who
Declare your head they'll break—
Keep sweet.

When folks defame your efforts true
To boost and build the town,
Consider well the source, and smile,
Don't curse, nor brood, nor frown—
Keep sweet.

And if the world seems not to give
Appreciation due,
For all your worthy paragraphs,
Why worry, fret and stew?—
Keep sweet.

When thru some trick of fate the "comp."
Your "copy" misconstrues,
And makes you print outlandish things,
Don't rave, nor get the blues—
Keep sweet.

Perchance the "devil" pies a form,
When you are due to press,
Don't bawl and swear—there is no use—
'Twill make your loss no less—
Keep sweet.

Suppose some time your press goes wrong
And smashes things up right,
Why fret and fume, when life's so short,
And weight of work so slight?—
Keep sweet.

And if at times when pressed with work
That ought at once be out,
The old gas engine goes on strike,
Don't grumble, sulk nor pout—
Keep sweet.

When, thru the force's laziness
Some times you're late to press,
To lose your temper will not help,
Nor make your troubles less—
Keep sweet.

When advertisers still insist
On bringing "copy" late,
There's just one thing that you may do
The nuisance to abate—
Keep sweet.

Delinquents you may have, 'tis true,
And business may be slow,
But you can ne'er the heights attain
By whining as you go—
Keep sweet.

If advertising agencies
Write oft for papers which
You know were duly mailed to them,
For vengeance tho you itch,
Keep sweet.

If, when you have a hundred things
Which you must write at once,

Some loafer calls and stays to chat—
Have mercy on the dunce—
Keep sweet.

In short, no matter what befalls,
If you are courting fame,
And in the journalistic world
Would earn an honored name—
Keep sweet.

✧ ✧

Newton, Miss., December 13, 1913.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sir:—Three years ago, I mailed you a copy of the ninth anniversary edition of my paper, which you were generous to compliment very highly in the National Printer-Journalist. I don't know whether you are still critic for that publication now or not, but presuming that you are, I am again mailing you a copy of another special edition of The Record—the twelfth anniversary and a holiday edition, which I would be glad to have you criticise in any way you see fit. I am not afraid of adverse criticism, and any faults you find, would be pleased to hear of them. I haven't as artistic a job man this time as I did three years ago, and some of the advertisements are not up to as good a standard as I would have them. There is one page advertisement in the issue, that of Ludden & Bates of Atlanta, Ga., which is a little above the average. That is my own composition and design. Of course my time was too well taken up with other things to do much of the mechanical department.

With best wishes, I am,

Very truly yours,
C. E. CUNNINGHAM.

Unfortunately, I do not distinctly recall BrotherCunningham's special holiday edition of three years ago, but, since the above testimony shows that I was pleased to praise it, I can say

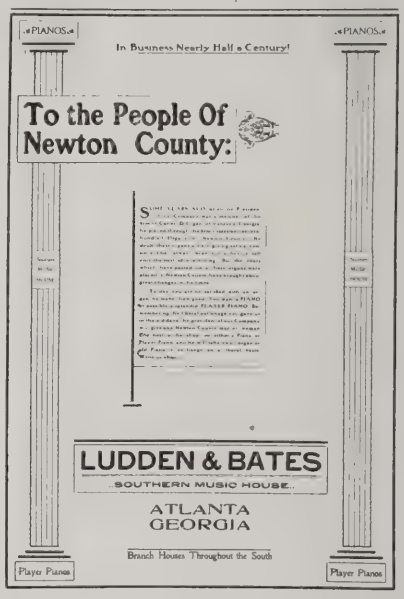
Section 1 Twelfth Anniversary and Holiday Edition Pages 1 to 8

THE NEWTON RECORD

SOME FACTS AND FIGURES ABOUT NEWTON COUNTY'S METROPOLIS

No. 1

without chance of fibbing, that, in the main at least, this twelfth anniversary and holiday edition is quite as praiseworthy. It is not enclosed in a syndicate cover, nor indeed in any cover, but consists of three sections, two of eight pages each, and one of four pages, all home printed, the first page of the first section (Exhibit 1) being attractively illuminated by two printings of a combination of red and black. I need not dwell at length in a description of this handsome page, as I trust all the beauty of its typography will be evident in the reproduction, even though the pleasing contrast of the colors is lost. I have seen few special editions with as many handsome halftones in them as this


"PIANOS." In Business Nearly Half a Century! "PIANOS."

To the People Of Newton County:

LUDDEN & BATES
SOUTHERN MUSIC HOUSE.
ATLANTA
GEORGIA

Branch Houses Throughout the South

Player Pianos Player Pianos

No. 2

one of the Newton Record has. The first section consists exclusively, and the second section is partially, made up of special feature stuff, all of a boosting and highly interesting character. The last two sections contain the week's news and advertising. From the latter I am showing the extraordinary page ad referred to in the foregoing letter (Exhibit 2). At a glance, any printer will doubtless agree with me that this is a remarkable piece of work—job work, I would call it, however, if asked to classify it. It shows very skilful, careful composition; but it is a style of work which I cannot recommend for advertising, even on special occasions. A simpler, more symmetrical treatment would strike me as more appropriate, serviceable and pleasing. The representation of the two pillars might be permissible (although I seriously doubt if their effect is worth the time required to create them) but the display would have been far stronger, more legible, and therefore preferable, if centered, with the body of the ad in a neat, oblong panel with deep margins of white surrounding it, and the signature without embellishment of rule or ornamentation of any kind. Although there are no real art specimens among the other ads in this edition, as a

whole, however, they are good, serviceable examples, and the presswork is well executed.

✧ ✧

Hobson, Mont., December 22, 1913.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sir:—Under separate cover in this mail I am sending you a copy of the Christmas edition of the Star, for your inspection and criticism.

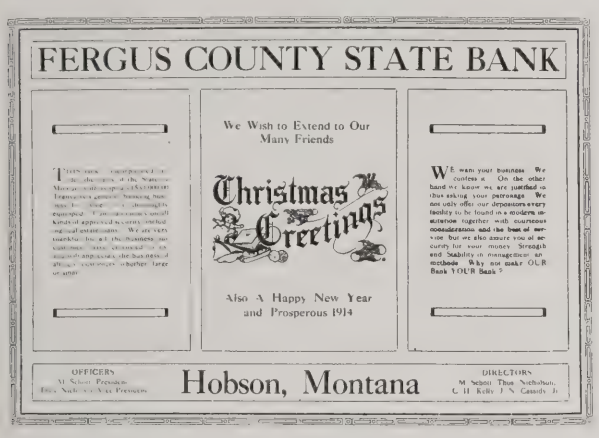
The press-work is probably not as good as usual, which was due to the fact that the entire issue was set up and run in six and one-half days.

Thanking you in advance for any and all pointers, I beg to remain,

Yours very truly,

J. A. RAITT.

It mattered not to this exquisite artist of the Judith Basin Star that he was getting out a twenty-four page Christmas special—nothing pertaining to its making could be slighted nor

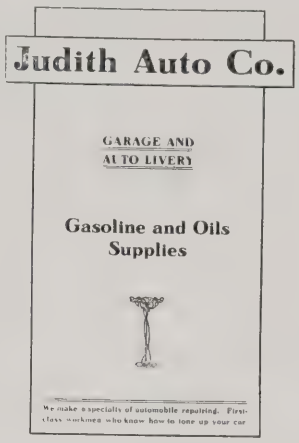

FERGUS COUNTY STATE BANK
We Wish to Extend to Our Many Friends
Christmas Greetings
Also A Happy New Year and Prosperous 1914
Hobson, Montana

No. 3

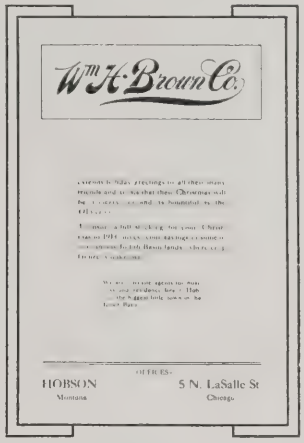
blacksmithed, nor the slightest detail neglected. "Where there's a will there is invariably a way." The commercial side of Brother Raitt's nature is just as highly developed, perhaps, as it is in that of other newspaper men, but there is another and a finer quality which is stronger

No. 4

still in him, and that is conscience—and the love of art for art's sake—a proclivity at which too many modern newspaper-makers laugh. This publisher chose the American Press Association's beautiful lithographed cover for his Christmas edition and filled its three blank pages with advertising. The regular news features were about all the home-made matter which this special number of the Star contained; but there was an abundance of excellent plate feature



No. 5



No. 6

stuff, nicely illustrated. The make-up, mechanically, was strictly correct in every respect, and, needless to say, the displayed spaces were treated in model fashion—many of them being veritable models of beauty, symmetry, simplicity and strength. (Exhibits 3, 4, 5, 6, 7, 8). Following out correct rules of composition is not the only point by which the typography of these specimens are made to appear so per-

No. 7

No. 8

fectly pleasing; Brother Raitt's exquisite taste is manifested, too, in the excellent type faces with which his shop is equipped. It seems to me one could hardly assemble such beautiful faces as these very long and continue a "blacksmith." Nor is the excellence of the presswork on this sheet a notch below that of the typography. One cannot find newspaper pages better impressed than these are. I most sincerely congratulate this contributor on the general excellence of his efforts as embodied in his Christmas number. He has a right to be proud of it. I am, too.

December 19, 1913.

O. Byron Copper, De Soto, Wis.

Dear Sir:—Have forwarded you under separate cover copies of our issues of December 11th and 18th. We did not figure on any elaborate Christmas edition this year—in fact, could have secured four more page ads, if I could have handled them. For some time I have had no help but a boy, who can do but the straight work, run folder, etc. He cannot do much on ads nor with the big press. So I have been up against it for help. The two numbers represent the combined efforts of the "old man" and the boy—with a little outside linotyping. As our legal friends would say, "time is the essence of this agreement," so it has been a race against time from the day these issues were started. The resulting product is therefore not as good typography as even our poor skill might have put forth. With plenty of time the work in general could have been vastly improved, but who ever heard of an advertiser having copy ready on time, much less a day or two in advance? It was like pulling hen's teeth to get any copy at all—so the most of it was written by myself. Take it all in all, with several trips to my outside towns, it has been a strenuous two weeks; each day generally 14 to 16 hours in length. Still, it has been worth the effort. Besides the financial returns, we have the satisfaction of having put out the best holiday editions in the county and are daily receiving flattering words of appreciation from subscribers far and wide. "Temper the wind to the shorn lamb" and in your criticism please consider handicaps. But I suppose all the brothers labor under the same difficulties, to a greater or less degree. Wishing the N. P.-J. all kinds of success for the coming year,

Yours very truly,
H. H. HALLETT.

Considering Brother Hallett's explanations, as recorded above, one would have to possess a hard heart, indeed, to offer anything like adverse criticism against these two big Christmas numbers of the Kensett News. The first, issued on December 11th, comprised eight pages, and the most remarkable feature was the abundance of displayed advertising, of which there were three full pages, several half pages and many quarter pages, besides numerous lesser spaces. Of course, under such disheartening circumstances as those described in the letter quoted above, it was hardly possible to give the ads anything like artistic treatment, nor bestow a great deal of time on the reading matter in the street, hence it is not to be censured that neither feature is high grade. I got out a special holiday-anniversary number of twenty pages of my own last December, and while I had the help of a young woman and a youth, the recollection of the many long days—and nights—put in by us prior to that special's publication is still painfully fresh in mind—so I'm quite prepared to be lenient in my judgment of those who have the courage to tackle such a proposition. Brother Hallett's second special, issued the week immediately following the first, was greater by a third than its predecessor. It consisted of three quarto sections and contained five full-page ads together with a correspondingly great number of half-pages, quarter-pages, etc., illustrating more emphatically than it is possible to do in any other way, what a live, progressive field it is, by which the Kensett News is supported. The first section of this second Christmas number was a sort of pictorial review, reminding me of some of the English papers I have seen. This part of the edition was impressed on calendared stock, with the same popular Santa Claus cut as that which graces the front page of the Newton Record (Exhibit 1) in a central position on its

CHRISTMAS STORE
Come to the real Christmas store for your Christmas Gifts. We have numerous articles on display, any of them very fitting for gifts—beautiful and useful presents
A Splendid Selection of Dressed Dolls to please the Girls and Children
Frank Pitzenberger, Manly, Iowa

No. 9

face. All other pages of this sectifon (save the two central ones) were given up exclusively to holiday advertising. The two central pages, excepted above, contained many half-tones of business places, churches, school buildings, and residences in the News' field, with a simple caption beneath each. As any printer would know, because it would be necessary for the handling of such editions, the Kensett News office has an excellent, up-to-date equipment, and that at least one of the many ads got creditable treatment, I go to prove by reproducing this one as Exhibit No. 9.

✧ ✧

APPRECIATE SERVICES

United Typothetae and Franklin Clubs of America.,
608 S. Dearborn St., Chicago, Ill.

November 28, 1913.

Mr. B. B. Herbert, 4618 Ravenswood Ave., Chicago, Illinois.

Dear Mr. Herbert:—We appreciate very much the work you are doing through your journal in behalf of the advancement of our organization, and know that your co-operation is of material benefit.

We regret equally as much as you do, your inability to attend the Convention at New Orleans, and the writer heard many printers there inquiring about you. However, we trust indeed to see you at the New York meeting, which will be held October 6th and 8th, according to the decision of the Council last week.

Yours very truly,
Service Department,
UNITED TYPOTHETAE AND FRANKLIN CLUBS OF AMERICA.

LINOTYPE BULLETIN INDEX AND THE JANUARY, 1914, BULLETIN

The Mergenthaler Linotype Company have issued a very neat and comprehensive index of Vol. IX of the Linotype Bulletin, covering the twelve issues from January to December, 1913, both inclusive. Everything is noted that has appeared in the twelve issues. In view of the fact that some of the Linotype readers do not preserve their copies of the Bulletin, the index has been issued in separate eight page form and will be sent to any one upon request.

Everyone should preserve copies of the Bulletin, as of all other worthy publications relating to the calling, and have them bound. They are filled with facts of much practical value and innumerable useful suggestions, and a chance to refer to these, when some point or difficulty arises on which information is needed, would prove valuable beyond comparison.

Right here, we wish to add that the January, 1914, issue of the Bulletin is a work of highest typographic art, as well as a rich treasury of information. It seems too bad to think that anyone should throw aside at the end of a month, such a publication, which, when properly bound with the succeeding numbers of the year, would make a book of great artistic and typographic beauty, as well as afford a volume most useful and convenient for reference. The front cover design of the January Bulletin is printed in four colors. It is one of a series of twelve designs to appear throughout the year.

These covers have been designed by a prominent New York artist, and the complete set of twelve will form a collection well worth preserving. Readers of the Linotype Bulletin will do well to save their copies beginning with this number. New department headings throughout the work, have also been specially designed for the Linotype Bulletin. They are at once artistic and expressive — symbolizing the matters to which consideration is given and the manner of treatment.

INTEREST IN BIG LINOTYPE COMPETITIONS

According to reports, great interest is being manifested in the Linotype Quality and Versatility Competitions now being conducted by the Mergenthaler Linotype Company. Not only many of the larger plants, but scores of smaller-town offices as well have signified their intention of entering the contests for one or more of the valuable prizes offered.

There will be awarded $5,800 in prizes, of which $1,000 is a special prize for the most artistic and perfect specimens of Linotype composition especially produced in competition for this prize. Also $4,800 in prizes will be divided among four classes for the best specimens submitted produced in the regular course of business, there being three material and three money prizes in each class.

Send for entry blank and booklet to Publicity Department, Tribune Building, New York City, or to any agency of the Mergenthaler Linotype Company.

BUILDING UP A GREAT CLOTHING ADVERTISING BUSINESS

It is claimed, on reliable evidence, that the Dallas Times-Herald carries more advertising of clothing than does any other newspaper in the entire United States. That the Dallas Times Herald is located in a city of magic growth and in a State that is an empire in itself, with a territory as large as all of Germany, or to use an illustration nearer home, as large as all of New England, New York, Delaware and part of Pennsylvania down to Philadelphia and that has added two million in population and increased its wealth tenfold in two and a half decades, has helped to make such a showing of advertising possible, but this has not been all.

The Times-Herald has an efficient advertising management and the great and flattering result has been brought about by the high quality and efficiency of the ads carried by the clothing stores. These ads have been made sources of reliable news. The news value of the advertising has come to be appreciated and the Dallas stores have kept the ads newsy.

INTERTYPE IMPROVEMENTS

The International Typesetting Machine Company is distributing a 32-page booklet entitled "Intertype Improvements for Modernizing Linotype Machines." The devices illustrated and described include a new gas governor, vise-jaw adjustment, font distinguisher, distributor box back rail, belt assembler drive, sorts stacker, assembler slide, line delivery carriage, knife block, second elevator guide post, knife wiper, second elevator counterbalance weight, and motor. Copies of this booklet can be secured from the above company.

Henry Kahrs of 240 East 33rd St., New York, has issued an interesting booklet descriptive of the Cold Simplex Stereotyping Outfit. Mr. Kahrs makes the following claims for his manufacture: Plates are produced that will print as well as the type from which they are made; the least time and labor is necessary; the type will suffer no possible injury; cost of installation nominal, additional supplies may be secured at small expense.

East Hartford, Conn., January 25, 1914.

My Dear Herbert:—Nothing pleases me more than to send you my remittance for the Journalist for 1914.

We hardly could keep house without it and when the

Officers and Executive Committe, Oklahoma Press Association, taken at Pawhuska at the last regular meeting

Homet Photo

foreman tries to follow out your "Job Department" ideas, and get a scoop on those fellows in the East who do not get a crack at the monthly, he usually puts one over.

With best wishes for the New Year, I remain,

Yours very truly,

H. B. HALE.

A LARGE TEXAS MANUFACTURING STATIONERY HOUSE—HOW BUILT UP.

Few printing houses in the United States are better known than is the house of Clarke & Courts Company of Galveston, Texas. This fame has come, in part, through the activity of the president of the company, Mr. George M. Courts, in Association work. The high appreciation in which both he and his work are held, was indicated last November by his election, in that one month, to the Presidency of the two great organizations, the United Typothetæ and Ben Franklin Clubs of America, and the National Association of Stationers and Manufacturers.

On a visit to the great establishment during our recent trip through Texas, we found that Mr. Courts was off on a year's vacation, the first vacation in twenty years, and attending the Ben Franklin Banquet in Chicago. He, as we were informed, proposes to put in his year of play, not in idleness, but in strenuous tours throughout the Nation to work for the great organizations who have honored him with the highest honors within their power.

However, it is not intended here to particularly speak of Mr. Courts personally, but of the establishment, through which we were shown, on the occasion of our recent trip in Texas, that has, to a very large extent, owed its upbuilding to his industry, well-directed, intelligent efforts and persistency. However, it may be permitted to remark that his life contains a very encouraging lesson to young men as to possibilities of success in America under the most trying conditions. Orphaned when a very small boy, by the death of both his father and mother, he found his first work as a newsboy, and remained with a news dealer for eleven years and until placed in practical management of the business. He then organized and managed the stationery business of a large wholesale drug house. He improved his time and fully mastered the principles of salesmanship.

In 1879, having acquired knowledge and experience, accumulated $2,500 in capital and established a line of credit with a local bank, he entered into co-partnership with Robert Clarke, a practical printer, and out of that co-partnership has grown the present great house of manufacturing stationers, with large printing, lithographing and other departments, employing two hundred and fifty people and housed in its own building, that measures two hundred and twelve feet front by one hundred and twenty deep, the main structure being five stories in height.

The successful climb from a small job-print shop to one of the largest manufacturing stationery houses in the United States is largely attributable to unremitting attention to detail and indefatigable energy. The patronage of the most exacting has been invited and the work of difficult execution has been sought. "No job too large, too small or too intricate" has been the motto.

"Good Goods," and the sparing no cost or effort to equip the factory with the latest and most improved machinery and modern labor-saving devices have been the controlling principles in carrying forward the business.

The building, a brick and concrete construction, was built with the sole object in view of enabling the production of the highest standard of quality in the most expeditious, efficient and economic manner.

With a belief in the people, it has been found that when properly treated, the consumer will usually reciprocate, the patronage of the "User of Good Stationery" has been especially solicited. A guarantee stands behind every article with readiness to refund money if a misrepresentation is found. The agreement is always to furnish only the best that is made, carrying with it a challenge of ability to defend the claim.

⌘ ⌘

A bulletin dealing with circulation problems and ideals of small-town newspapers has just been published by the School of Journalism of the University of Missouri. "Building a Circulation" is the title of the bulletin. It was written by J. B. Powell, instructor in advertising in the Missouri School of Journalism. The booklet will be ready for distribution February 1, 1914.

The bulletin deals with investigations made by the School of Journalism pertaining to the circulation of weekly and small daily newspapers. It contains departments on circulation promotion, importance of the various classifications of news from the circulation standpoint, the use of premiums and contests, and interviews with leading national advertisers and publishers regarding quality and quantity circulation. It is illustrated with various office forms for use in handling and promoting circulation.

One of the Most Handsome Newspaper Office Buildings in America

⌘ ⌘

"VALUABLE IN ANY OFFICE

Westfield, Ill., February 2, 1914.

Dear Sirs:—I am enclosing subscription to the N. P.-J.

I enjoy reading and studying the Journalist and think it a valuable journal in any office.

Yours truly, L. A. WEEDEN.

TABLE OF CONTENTS—FEBRUARY, 1914

	Page
Bankers Trust Co. of Houston, Texas	142
Building up a Great Clothing Advertising Business	153
Business Management	132
Canadian Editor Brothers Advise Advertising Necessary to Cover Cost, Our	127
Circulation Promoter Joins Premium Expert	108
Complete Engraving Plant for School of Journalism	143
Dallas, The Printers' Paradise	109
Editor Forward is Governor's Secretary	120
Editorial Page	130
Galveston Tribune	142
Houston, Texas, and the Editors Plans for the Convention in April	135
Intertype Improvements	153
Ideas for Progressive Typographers' and Compositors' Round Table	121
Interest in Big Linotype Competitions	153
Kansas Publishers and Printers to Study Their Business	108
Linotype Bulletin Index and the January, 1914, Bulletin	153
More Work Through Publicity	144
Newspaper Criticisms	149
Office of Information U. S. Department of Agriculture	128
Oswald to be Presented with an Historic Gavel, Pres.	142
Popular Appointment, A	126
Preparing Texas Welcome	127
Press Club Dines Sailor Heroes	120
Provide Skilled Workmen for the Printing Trade	131
Review of Job Printing	109
Rountree, Member Texas Executive Committee, From Col. Lee J.	127
Texas Mfg. Stationery House; How Built up a Large	154
Texas Printers and Publishers Preparing for the National Association	119
Twenty-eighth Annual Convention of the National Editorial Association	141
Two January 1, 1914, Editions	105
Two Texas Daily Papers Under One Ownership and General Management	143
Waldo, Robert Van Valkenburgh, Typefounder	126
When Two or Three are Gathered Together	120
Woodward in the South, President	128

INDEX TO ADVERTISEMENTS

Acme Staple Machine Co.	98	Goss Printing Press Co.	104	Okie Co., F. E.	160
American Embossing Co.	156-157	Graphic Arts Press, The	Cover	Oswald Publishing Co.	156
American Numbering Machine Co.	158	Hamilton Mfg. Co.	82	Poates, L. L., Engraving Co.	157
American Type Founders Co.	99-103	Hoke Engraving Plate Co.	99	Queen City Printing Ink Co.	89
Ayer & Son, N. W.	90	Houston Chronicle	95	Rein & Sons Company	95
Barnhart Bros. & Spindler	87	Houston Post, The	92	Rice, The	94
Barnes-Crosby Co.	84	International Typesetting Machine Co.	85	Riessner, T.	157
Butler Paper Co., J. W.	81	Jaenecke Printing Ink Co., The	86	Rouse & Co., H. B.	92
Challenge Machinery Co.	86	Johnson, Chas. Eneu	91	Royle & Sons, John	157
Clarke & Courts	98	Johnson Mfg. Co., C. I.	88	Star Engraving Co.	98
Dallas News, The	100	Keystone Type Foundry	155	Swink Printing Press Co.	159
Dallas Times Herald, The	93	Kihn Bros.	159	Tennant and Ward	102
First National Bank	98	Levey Co., Fredk. H.	99	Typo Mercantile Agency, The	157
Frazier, J. L.	159	Megill, E. L.	157	Wanner Machinery Co.	156
Galveston News, The	101	Mergenthaler Linotype Co.	83	Wants and For Sale	156
Galveston Tribune	158	Miller & Orem Typesetting Co.	95	Weekly Printing Trade News	158
Gatchel & Manning	157	Miller Saw Trimmer	158	Western Newspaper Union	95
Globe Eng. & Electrotype Co.	90	Novelty News, The	156	Wetter Numbering Machine Co.	155
				Wood & Nathan	96-97

Keystone Steel Equipment

Promotes Efficiency in the Highest Degree

FIRE-PROOF SANITARY HANDSOME

Cuts show views of a large composing room fitted out completely with Steel Equipment

KEYSTONE TYPE FOUNDRY

Philadelphia, New York, Chicago, Detroit, Atlanta, San Francisco

Do Your Own Numbering with the WETTER

TYPE-HIGH NUMBERING MACHINE

Sold at Right Prices by All Type Founders and Dealers

Wetter Numbering Machine Company, 343 Classon Avenue, Brooklyn, New York, U. S. A.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order

A COLD SIMPLEX STEREOTYPING OUTFIT, $19 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage, for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

THE VAN BIBBER ROLLER CO., Sixth and Vine St., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

FOR SALE—One Two-Revolution Whitlock Cylinder Newspaper Press; sixteen electric welded seven-column chases; column rules; 36 x 54 Drum Cylinder Press; two 8 x 12 job presses; one 12 x 18 C. & P. job press; chases and equipment. All used but in good condition. Also 32 inch Peerless Gem paper cutter, Boston wire stitcher, seven various-sized marble stones. Write for further information. Must be sacrificed on account consolidation. Will be sold separately or together. F. A. PUBLISHING CO., 31 East Michigan St., Duluth, Minn.

FOR SALE—One No. 00 4-roller, 2-revolution Miehle, 39 x 55 in. bed; 1 No. 00000 4-roller, 2-revolution Miehle, 42 x 64 in. bed. GREELEY PRINTERY, St. Louis, Mo.

FOR SALE—One 3 x 6 in. to 12 x 18 in. Seybold Duplex Paper Cutter; one 21 x 29 in. to 40 x 60 in. Brown Folding Machine with Dexter Feeder attached. GREELEY PRINTERY, St. Louis, Mo.

FOR SALE—12 Make-up or Transfer Tables, 25½x30½, for 7 or 8 columns, including chases and equipment. Two 12x18 C. & P. Gordon Presses. RARE BARGAINS. W. M. LINN & SONS CO., 108 CLINTON BLDG., COLUMBUS, OHIO.

REBUILT TWO-REVOLUTION PRESSES—Huber 4-roller, 46x60 bed, $1,100; 37x52 bed, $1,000; Campbell Job and Book, 37x52 bed, four roller, $650; 34x50 bed, $600; Hoe Two Revolution, front fly, 4-roller, 46x60 bed, $800. Illustrations and details furnished on application. C. FRANK BOUGHTON, Successor to Van Allens & Boughton, 17-23 Rose St., New York.

Bargains in Printing Presses

FOR SALE

FOR SALE—Three-deck press, prints 4-6-8-10-12-14-16-18-20-24 pages. Overhauled and rebuilt. Will sell at very low price. THE GOSS PRINTING PRESS CO., CHICAGO ILL

FOR SALE—Four-deck press, prints 4-6-8-10-12-14-16-20-24-28-32 pages. Will be overhauled and rebuilt. THE GOSS PRINTING PRESS CO., CHICAGO, ILL.

FOR SALE—One Flat Bed Perfecting Press, prints 4-6-8 pages. Will be overhauled and rebuilt. THE GOSS PRINTING PRESS CO., CHICAGO, ILL.

FOR SALE—One 3-deck Duplex Tubular Press. Prints 4-6-8-10-12 pages. Taken in trade for one of our Straightline Presses. Tubular press will be sold at a bargain. GOSS PRINTING PRESS CO., 16th St. & Ashland Ave., Chicago, No. 1 Madison Ave., New York.

WANNER

MACHINERY CO.
A. F. WANNER PROP.

GOOD PRESSES

26 x 34 Miehle—2 roller;
29 x 41 Miehle—4 roller;
32 x 46 Miehle—4 roller;
23 x 28 Campbell with trip, 2 roller;
29 x 43 Campbell—4 roller;
32 x 47 Babcock Optimus—4 roller;
33 x 48 Cottrell & Sons—4 roller;
38 x 50 Campbell—4 roller;
36 x 52 Babcock Optimus—4 roller;
36 x 52 Potter—4 roller;
40 x 54 Potter—4 roller.

Buy Guaranteed Machinery
Has **guarantee** written in Contract.
WANNER MACHINERY CO.,
A. F. Wanner, Prop.,
703 S. Dearborn St., Chicago.

STEEL DIE EMBOSSING

Our Price List shows 92 styles of Engravings for social and business plates and dies, gives prices on cutting dies and embossing all complete so you can easily figure out your orders. All prices quoted are subject to 40% discount to the trade.

AMERICAN EMBOSSING CO., 192-96 SENECA ST., BUFFALO, N. Y.

ART CALENDAR BACKS!

WALL POCKETS! ART BLOTTERS!

FANS! RULES! NOVELTIES!

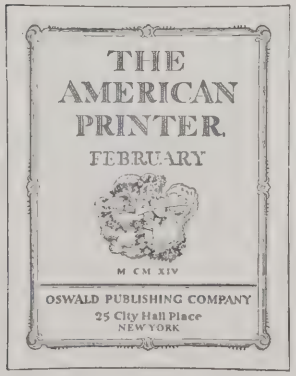
PICTURE, PAPER & PRINTED SPECIALTIES!

Buy your wholesale supplies direct of the Manufacturers and Importers "First hands tipped to you for Everything in Advertising, Souvenir and Premium Goods." Free Buyers' Information Service. We will tell you where to obtain anything you are in need of in *your* field, or *ours*.

The Novelty News, 336 Quincy Street, Chicago

$2. a year; 20 cents a copy; *No Free Samples.* Subscribe today and get 192-page book, "The Premium System of Forcing Sales: Its Principles, Laws and Uses" **FREE!**

The Package Label Contest Closes March 1



Send in an entry before that time. The contest is open to all and copies of the rules will be sent free on request. Are you reading

THE AMERICAN PRINTER, *A Magazine of Printing*

There is now running in that publication several series of articles of intense practical interest to printers, on the sub jects of Typography, Cost Finding, Advertising a Printing Office, and the winning replies in the recent Contest in Printshop Knowledge. Each issue contains many illustrations in black and inserts in color showing handsome printing specimens. A series of covers designed by Will Bradley are now appearing on The American Printer. Send thirty cents for a sample copy or three dollars for a year's subscription.

Oswald Publishing Company, 25 City Hall Place, New York.

THE PRESS IS THE TEST

of plate Quality. If the ***grade, style*** and ***finish*** are suited to the paper and press conditions, the plates etched deep and blocked true—the printer gets results most economically, even though the plates were not bought from the lowest bidder.

Our Service means the delivering of the *right* kind of Engravings *on time* as promised.

GATCHEL & MANNING

DESIGNERS and ENGRAVERS

in ONE or MORE COLORS

Sixth and Chestnut Streets

PHILADELPHIA

CONSULT

The Specialists Who Know

The only Credit Book and Classified Directory of the Paper, Book, Stationery, Printing and Publishing Trade and kindred lines

TYPO

17th Year

WILL HELP TO
INCREASE YOUR SALES
DECREASE YOUR LOSSES

RATINGS

MOST CAREFULLY REVISED
and based upon substantiated statements and ledger facts furnished by the trade.

THE TYPO MERCANTILE AGENCY

GENERAL OFFICES - 160 BROADWAY, NEW YORK

TO THE PRINTER

When you are in the market for engravings of Maps, Charts, Diagrams, Color Plates, Fine Script, Copy Book and Educational work for modern text-books, catalogues, come to the L. L. Poates Engraving Company for estimates.

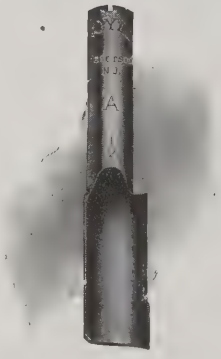
We can take your rough copy, blue prints, white prints, pencil sketches and reference letters, outlines, descriptive matter can be written on copy with pencil, and we, with our force of skilled engravers, work up the plate to perfection, giving you all the nicety of detail which is necessary in this class of work. Write for Specimen Illustrations of "POATES WAX ENGRAVING SUPERIORITY."

Yours for "SERVICE,"

L. L. POATES ENGRAVING CO.,
22-24 North William St.,
New York, N. Y.

For the history of the Wax Process of Engraving and reproduction of the first plate made by this Process, we call your attention to the December *"American Printer."*

TAKE NO CHANCES



Use the unmistakably dependable "Cutters that cut", the kind Royle makes.

Write for Booklet.

John Royle & Sons

Paterson, N. J.

Photo-Engravers' Machinery

Riessner's Combination Gold Printing Ink

for all kinds of paper. A pound sent, express paid, on approval. Send on your paper and I will print Gold Ink on it to show you.

Specimens and prices on request

T. RIESSNER **63 Gold Street. New York**

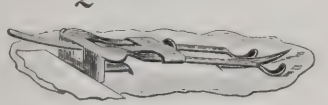
AGENTS WANTED. A Good Side Line for Salesman.

ENGRAVED Cards & Wedding Invitations

OUR PRICE LIST SHOWS 92 STYLES OF ENGRAVINGS FOR SOCIAL & BUSINESS PLATES AND DIES, GIVES PRICES ON CUTTING DIES AND EMBOSSING ALL COMPLETE SO YOU CAN EASILY FIGURE OUT YOUR ORDERS. ALL PRICES QUOTED ARE SUBJECT TO 40% DISCOUNT TO THE TRADE.

AMERICAN EMBOSSING CO., 192-94 SENECA ST., BUFFALO, N. Y.

QUICK ON



Megill's Patent
SPRING TONGUE GAUGE PINS

$1.20 per doz with extra tongues.

Megill's Automatic Register Gauge

automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan

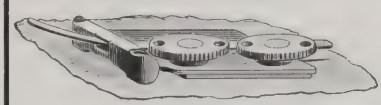
Only **$4.80.**

E. L. MEGILL, Pat. & Mfr.

60 Duane Street, New York

From us or your dealer. *Free Booklets.*

VISE GRIP

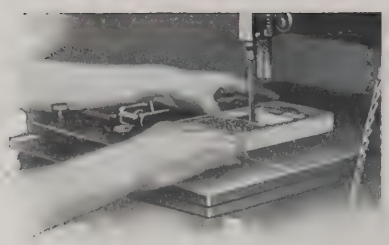


Megill's Patent
DOUBLE-GRIP GAUGES

$1.25 set of 3 with extrat ongues.

Drilling holes in the plate to admit the jig-saw preparatory to mortising.

By a simple change the jig-saw is thrown into operation and the mortise is sawed out.



Substituting a broach for the saw, the walls of the mortise are smoothed up and squared in the corners.

WANTED 20,000 PRINTERS---AD and JOB MEN

to mail a post card for a copy of **"Millerized"**—a handsome booklet illustrating the operation of the Miller Saw-Trimmer equipment. Write today

MILLER SAW-TRIMMER CO., POINT BUILDING PITTSBURGH, PA.

A PERFECT MACHINE of the very highest grade possible. Steel throughout. Every machine tested in a printing press and guaranteed accurate.

Price, 5 Wheels **5.00** Price: 6 Wheels **6.00**

For sale by dealers everywhere

AMERICAN NUMBERING MACHINE CO.

224 & 226 Shepherd Ave., Brooklyn, N.Y. 119 West Madison St., Chicago, Ill.
2 Cooper Street, Manchester, England

AMERICAN MODEL 30

TO THE PRINTING TRADE AND ALLIED BRANCHES:

A READER of the weekly *Printing Trade News* once described this publication as follows: "A weekly trade journal noted for its quality of being strictly 'in', not over, the trade it serves."

In size it is from 64 to 68 pages weekly, and the contents are well balanced.

Its service for printers includes thorough news reports from twenty-two paid correspondents located in different sections of the country, and special articles on *Efficiency, Selling, Cost Finding, Suggestions.* It carries a Fiction Story each week with a business moral. In departments it also gives Recent Patents of Interest to Printers, Legal Decisions, and the following:

For the Platen Press Printers.—A page of editorial matter each week on business subjects and an insert of resets of standard job work entitled "Fashions in Typography."

For the Country Printer-Publisher.—A page each week of editorial matter on business subjects and an insert of "Up-To-Date-Styles in Newspaper Ad Setting."

For the Finders and Rulers.—A page of editorial each week on business subjects and a news department.

For the Electrotypers.—A page of editorial every other week on business subjects, and a news department.

For the Trade Composition Houses.—A page every other week of editorial matter on business subjects, and a news department.

For the Superintendents and Foremen.—A page of news each week of executives in all sections of the country.

Classified Advertisements.—From three to four pages of classified ads are run each issue, and this department is used by the best houses of the country to secure executives, etc.

News departments for Engravers, Lithographers, Supply Houses, and the Order of Pica (Supply Salesmen.)

Subscription Price, $3.00 per year

WEEKLY PRINTING TRADE NEWS

New York Office: 326-328 West 41st Street
Chicago Office: Manhattan Building, 431 S. Dearborn St.

Galveston Tribune

Every week day afternoon it enters more than 93 percent of the homes in Galveston. That means worth while circulation. Also the Tribune leads in its circulation in contiguous territory.

Galveston is the second largest port in the United States in volume of commerce.

Galveston holds commanding position relative to the Panama Canal.

Galveston is an ideal all year 'round resort with the finest surf bathing in the world.

Galveston believes in equitable division of work and play and knows how to enjoy both.

Isn't a paper serving that kind of town worth the attention of the advertiser, who wants results?

THAT PAPER IS THE

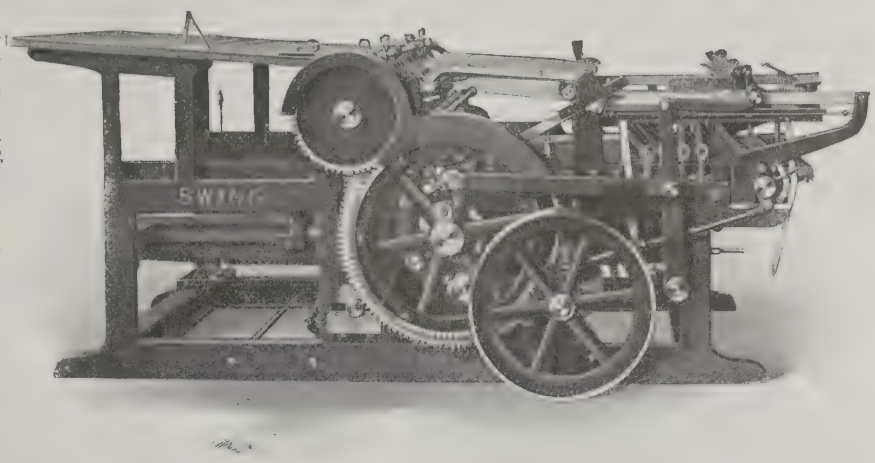
Galveston Tribune

THE SWINK TWO REVOLUTION PRESS

is not an experiment. It is a recognized factor in the printing machinery field and every passing month is adding to its prestige.

In many plants it is running side by side with presses of longer established reputations and in EACH INSTANCE it is proving to its owners our claim of LARGER production at LOWER operating cost. Its money making possibilities are MUCH GREATER than those of other presses.

Fast, accurate, convenient and economical, it is the one press that increases the printer's profits.



The proof of a press is in its operation and THE SWINK OWNERS are best qualified to give you an unbiased opinion. A list of SWINK users will be sent you upon application.

You owe it to yourself and to your business to investigate this press thoroughly before buying.

The Swink Printing Press Company, Factory and General Office **DELPHOS, OHIO**

MUNICIPAL BOND ISSUES

in the Spring of the year are the printer's opportunity to increase business.

"K. B. BLANKS"

are eminently suited for this purpose. Dealers and investors prefer them because they look like money. They have that crisp feeling of the bank-note. Samples and prices on request.

KIHN BROTHERS, BANK NOTE ENGRAVERS
99-103 BEEKMAN STREET, NEW YORK

PRINTER WANTED

A MAN WHO IS A GOOD COMPOSITOR, but who wants to be a better one and capable of earning more money. Most any printer can fill the bill if he purchases a copy of the latest book out on the compositor's art

NIFTY IDEAS FOR THRIFTY PRINTERS

and studies the many examples of good typography contained therein. It has the unqualified endorsement of such men as L. H. McNeil, Findlay, Ohio, McMullen & Woellhaf, Burlington, Iowa, C. W. Ludtke, Editor of the Markesan, Wis., Herald, and others who have bought copies. Your money will be refunded if it is not as represented.

Over one hundred model typographic designs, embracing every class of work in many color harmonies that are authentic both as to style and color.

Price, $2, postpaid, to any part of the United States. Address:

J. L. FRAZIER, 604 Kentucky St., **Lawrence, Kas.**

Reference, by permission, Lawrence National Bank, Lawrence, Kansas, who will answer any inquiries.

F. E. OKIE COMPANY

High Grade Lithographic and Typographic

Printing Inks

Branch Office:
40 St. John Street
LONDON, E. C., ENGLAND

Kenton Place above Sansom Street
PHILADELPHIA, U. S. A.

F. E. OKIE, President
F. B. OKIE, Sec'y. and Treas

The Sun Never Sets on Our 40 Cent Ink. It is used all over the world. It has the best value for the price of any black ink on the market. It is a 75c ink trimmed down to meet popular demands. All its value is there and the printer gets it. Our 25c magazine black is built on the same lines, has the same fine working qualities. We have cover inks that cover. White that is white. Specify 1061 Red for the finest brilliant red ink made. Black Diamond News, cleanest news on the market.

National Printer-Journalist Directory

Of Reliable Houses in Ink, Paper, Type, Printing Machinery and Supplies, and Related Lines.

RATES: One line one year, three dollars; each additional line, two dollars; twenty-five cents a line single insertion.

Bookbinders' Leather and Cloth

GARNER THOMAS & Co., Mfr's., 181 William St., and 22 Spruce St., New York, N. Y.

Chalk Engraving Plates

HOKE ENGRAVING PLATE Co., 304 North Third St., St. Louis, Mo.

Folding Machinery

DEXTER FOLDER Co., 200 Fifth Ave., New York; 315 Dearborn St., Chicago; 185 Summer St., Boston. Factory, Pearl River, New York.

BROWN FOLDING MACHINE Co., Erie, Pa.

NATIONAL MACHINERY Co., Hartford, Conn.

Ink Manufacturers

THE QUEEN CITY PRINTING INK Co., Cincinnati; Chicago, Boston, Philadelphia.

SIGMUND ULLMAN Co., New York City, and Chicago, Ill.

THALMANN PRINTING INK Co., St. Louis, Mo. Branches—Chicago, Kansas City, Omaha, Dallas.

BUFFALO PRINTING INK Co., Buffalo, New York.

THE AULT & WIBORG Co., Cincinnati; New York, Chicago, St. Louis, Buffalo, etc.

F. E. OKIE Co., 124 Kenton Place, Philadelphia, Pa.

Brass Type

AMERICAN TYPE FOUNDERS Co. (See Type Founders.)

Linotype Supplies

PRINTERS' SUPPLY Co., 23 Duane St., New York. L. D. Dooley, Mgr.

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AMERICAN TYPE FOUNDERS Co., original designs, greatest output, most complete selection. Send to nearest house for latest type specimens. Houses—Boston 270 Congress St.; New York, 2 Duane St.; Philadelphia, 17 S. Sixth St.; Baltimore, 215 Guilford Ave.; Richmond, 1320 E. Franklin St.; Buffalo, 45 N. Division St.; Pittsburgh, 323 Third Ave.; Cleveland, 15 St. Clair Ave., N. E.; Cincinnati, 646 Main St.; St. Louis, 23 S. Ninth St.; Chicago, 210 W. Monroe St.; Detroit, 43 W. Congress St.; Kansas City, 602 Delaware St.; Minneapolis, 419 Fourth St., So.; Denver, 1621 Blake St.; Dallas, 2024 Commerce St.; Los Angeles, 121 N. Broadway; San Francisco, 820 Mission St.; Portland, 92 Front St.; Spokane, 340 Sprague Ave.; Vancouver, 1086 Homer Ave.

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National Printer-Journalist
4620 Ravenswood Ave. Chicago, Illinois

NATIONAL PRINTER-JOURNALIST

VOL. 32, No. 3 MARCH 1914 CHICAGO, ILL.

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STAR ENGLISH FINISH Book Paper has a warm, delicate color tone, which combined with its perfectly smooth, velvety surface, absolutely free from gloss or glare, makes it an admirable sheet to print and a restful paper to the eyes. It is highly commendable for Text and School Books, Catalogs, Booklets and Circulars where illustrations appear with considerable text matter. It bulks more than the usual papers of this class and possesses good binding and folding properties.

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Conditions change, and this is true not only with reference to the work in hand but also the methods employed in performing the work.

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In connection with the new Hamilton system of units in all-steel construction we have solved this problem. Each piece of furniture is made up of a number of units which together form the complete piece of furniture. These units are secured in the holding frame by means of bolts and screws and any one unit can be removed and replaced with any other desired unit.

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Linotype Machinist's Cabinet Work Bench No. 478

The top of this Bench is made of rock maple two inches thick, with end pieces tongued and grooved and bolted to the main top. The framework is of hot-rolled angles with steel panels. All drawers are of wood with steel-front protectors.

There are drawers for storing liners, spacebands and ejector blades; also drawers divided into compartments for the storage of miscellaneous parts used on the linotype machine so often necessary in making repair replacements. The cupboard is used for storing the heavier and larger parts.

Hamilton Steel Equipment lessens the fire hazard and therefore reduces the insurance expense. This furniture is sanitary. It is not affected by atmospheric changes.

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Our system of constructing steel furniture in units, manufactured in large quantities and carried in stock, enables the printer to secure at reasonable prices, equipment that would otherwise be special, high in price, with a long wait for the material to be built to order.

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Catalog of Newspaper Composing-room Furniture Equipment in unit construction is now ready for distribution and will be sent on request to all responsible newspaper publishers, book and magazine printers.

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A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

COMMITTEE OF JUDGES

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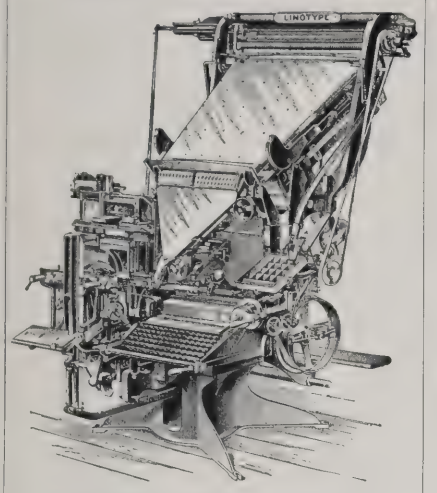


Three Magazine Linotype

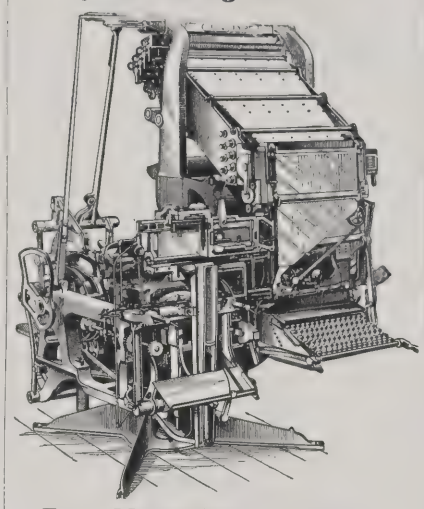
IN THE

LINOTYPE

PRIZE

COMPETITIONS

Quick Change Model 9



Four Magazine Linotype

The following gentlemen of national reputation in the printing trade have consented to act as judges:

E. E. BARTLETT (Bartlett-Orr Press), New York.

J. HORACE McFARLAND (Mount Pleasant Press), Harrisburg, Pa.

JAMES M. LYNCH (New York State Labor Commissioner), Albany, N. Y.
Ex-President International Typographical Union.

A. W. FINLAY (Manager George H. Ellis Company), Boston, Mass.
Vice-President United Typothetae and Franklin Clubs of America.

W. J. HARTMAN, Chicago, Ill.
Ex-President Ben Franklin Club of America.

$5,800 in Prizes

Open to all Job and Book Printers using the Linotype in the United States and Canada.

Competition closes March 20, 1914

If you have not yet received folder giving complete particulars concerning conditions of the contests, write immediately to our Publicity Department, Tribune Building, New York, or to our nearest agency.

MERGENTHALER LINOTYPE COMPANY

Tribune Building, New York

CHICAGO
1100 S. Wabash Ave.

SAN FRANCISCO
638-646 Sacramento St.

NEW ORLEANS
549 Baronne St.

TORONTO: Canadian Linotype, Limited, 35 Lombard St.

RUSSIA, SWEDEN, NORWAY, HOLLAND, DENMARK — Mergenthaler Setzmaschinen-Fabrik, G.m.b.H., Berlin, Germany

BUENOS AIRES: Hoffman & Stocker
RIO JANEIRO: Emile Lambert
HAVANA (Cuba): National Paper and Type Co.
PORTO ALEGRE: (Brazil): Edwards, Cooper & Co.
SANTIAGO (Chile): Enrique Davis

MELBOURNE, SIDNEY, WELLINGTON, MEXICO CITY, — Parsons Trading Company
BOGOTA: (Colombia): Manuel M. Escobar
TOKIO: Teijiro Kurosawa

SOUTHERN EUROPE, AFRICA, AND THE FAR EAST: Linotype and Machinery, Limited, London, England.

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The pictures which border this page show a part of the folders, portfolios and booklets which have been issued by Barnes-Crosby Company during the past year—to spread the message of good engraving and good illustrating to every advertiser in the country.

We have a small quantity of each of the booklets we have shown which will be sent to you upon the receipt of your request, written on your own letterhead.

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THOUSANDS OF BIG BUYERS of Printing will see your work. Four Hundred and Fifty Dollars will be awarded as cash prizes.

Samples of inks furnished free on request.

Full details of the Contest may be obtained from any of our representatives, or the main office.

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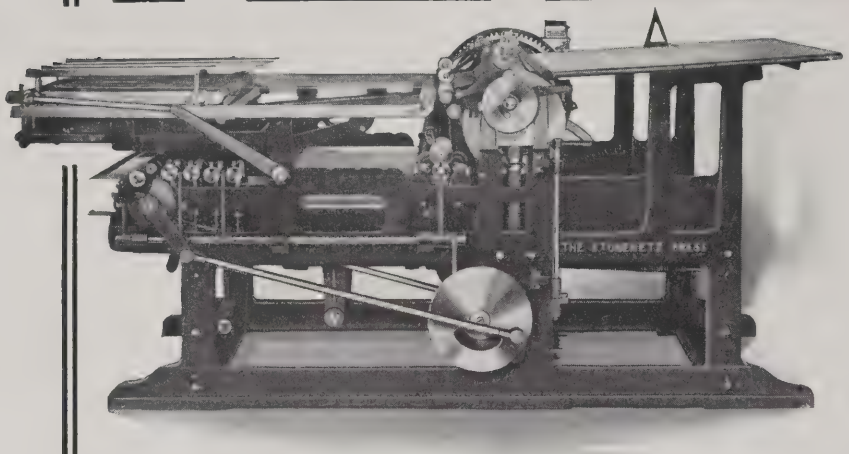
Two-Revolution

A Real Money-Maker



IT'S good common sense to talk about increasing the product of the press room, especially if it is the job department of a newspaper office. Much of the work which comes into the job room is required promptly.

THE STONEMETZ will produce anything, newspaper or job work, more perfectly and more rapidly than any two-roller press on the market. It will enable you to do more work, make a greater profit and keep your promises to your customers.

Let us mail you our Stonemetz catalogue, which gives complete details of construction, together with samples of work, fac simile letters from users, and other interesting Stonemetz literature. Mailed post-paid to any address on request.

THE STONEMETZ is built in three sizes—25x33, 26x38 and 29x42. Printed-side-up (carrier) or Printed-side-down (fly) delivery. Sold and guaranteed by Type Founders and Dealers in All Principal Cities.

Meet us at the New York Show, Grand Central Palace, April 18 to 25, 1914.
We will Exhibit.

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JAENECKE'S MATCHLESS INKS

Standard for almost three quarters of a century

THE JAENECKE PRINTING INK CO.

NEWARK, N. J.

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Baltimore Detroit Pittsburg

Barnhart Brothers & Spindler

Send greetings to the newspapers of the country and particularly to the Texas newspaper men who are to entertain in their hospitable way the National Editorial Association, which meets in Houston in April. We hope every visiting printer will at that time meet representatives of this house who will be present.

If time permits call on us at our Dallas House and see how well are kept up the traditions of the House of Barnhart.

You will find there not only the atmosphere but the goods.

High-grade quality reigns supreme.

Superior Copper-Mixed Type, which wears longest and looks best.

Electric-Welded Silver-Gloss Steel Chases, which never wear out.

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Challenge Machinery Company Machines and other products.

Babcock Cylinder Presses—the unrivaled money-makers.

Miller Saw-Trimmers, that nearly every printer must have in order to reach the greatest prosperity.

A splendid lot of Rebuilt Machinery.

Every knickknack and kickshaw that printers need.

Call, shake hands, inspect and take away a lot of valuable ideas.

Barnhart Brothers & Spindler

1102 Commerce Street

Dallas, Texas

The HOUSE OF HANSEN

An Independent Type Foundry. Established 1872

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The Hampton Series

Standard Line

36-Point 4A $2.50 6a $2.50 $5.00

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Hansen Type Foundry Has a Large Assortment

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HIGH STANDARD IS EVER MAINTAINED
Complete Printing Oiiice Equipments 3

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FURNISHES ESTIMATE AND
Information on Application 4

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Product is Excellent

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Desirable, Appropriate 2

24-Point 6A $1.50 12a $2.00 $3.50

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MERIT Reward

The H. C. Hansen Type Foundry

Type : Rules : Presses : Cutters : Stitchers : Wood Goods : Complete Equipments

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Selling Agents: C. I. JOHNSON MFG. CO., St. Paul, GRAND RAPIDS ELECTRO. CO., Grand Rapids
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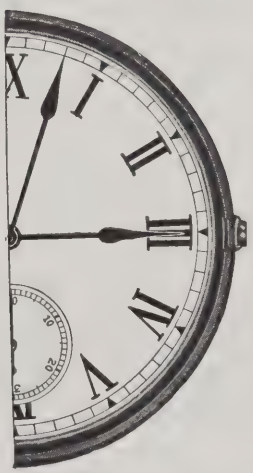
GREATEST TIME SAVER
OF THE AGE
THE QUEEN CITY PRINTING INK CO. CINCINNATI
SPEEDLIMIT BLACK INK
PERMITS OF PRINTING - TURNING PRINTING AND BINDING ALL SAME DAY
WITHOUT SLIP SHEETING
THE PROOF OF VALUE - - TONS SOLD AND HUNDREDS OF REPEAT ORDERS

CUTS THE TIME IN HALF WHEN SPEED IS REQUIRED



IS EQUALLY GOOD WHEN SPEED IS NOT REQUIRED

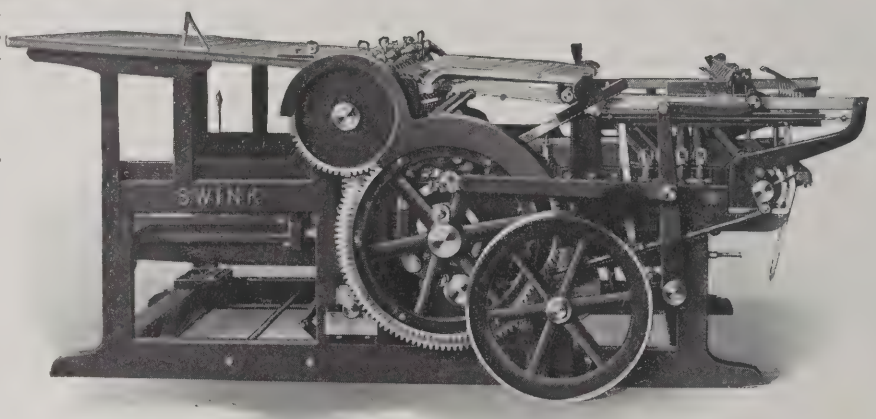
IT IS A **GOOD** QUICK DRYING **HALFTONE** BLACK INK

THE SWINK TWO REVOLUTION PRESS

is not an experiment. It is a recognized factor in the printing machinery field and every passing month is adding to its prestige.

In many plants it is running side by side with presses of longer established reputations and in EACH INSTANCE it is proving to its owners our claim of LARGER production at LOWER operating cost. Its money making possibilities are MUCH GREATER than those of other presses.

Fast, accurate, convenient and economical, it is the one press that increases the printer's profits.



The proof of a press is in its operation and THE SWINK OWNERS are best qualified to give you an unbiased opinion. A list of SWINK users will be sent you upon application.

You owe it to yourself and to your business to investigate this press thoroughly before buying.

The Swink Printing Press Company, Factory and General Office **DELPHOS, OHIO**

"Globetypes" are machine etched halftones and electros from halftones by an exclusive process Nickelsteel "Globetypes" are the supreme achievement in duplicating printing plates.

DESIGNS
DRAWINGS
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THE HOME OF THE
GLOBE ENGRAVING & ELECTROTYPE CO.
701-721 S. DEARBORN ST.
CHICAGO

Telephone, Harrison 5260-5261-5262 All Departments

This NICKELSTEEL "GLOBETYPE" has been used in every issue of the National Printer-Journalist since October, 1912. Note that the printing quality does not show perceptible deterioration.

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Try out the late style MONITOR with the improved features:

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Short-Stroke Cut-Off
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Solid Heavy Former

OUR full line of Monitor Bindery Machines, includes the Monitor Box Stitchers, Multiplex and Duplex Punching Machines, Round Corner Cutters, Paging and Numbering Machines, Hard Die Perforators, Creasers and Scorers, Embossers.

LATHAM MACHINERY CO.

306 So. Canal Street, CHICAGO
New York, 124 White Street Boston, 130 Pearl Street

30% DISCOUNT FROM REGULAR FOUNDRY PRICES

STANDARD LINE

TYPE

POINT BODY — POINT SET

30% DISCOUNT FROM REGULAR FOUNDRY PRICES

We have been selling type for many years. Naturally, we know something about the type business. We would not be foolish enough to put $10,000 in a stock of type unless we knew it was perfect in every particular. The idea that only old concerns can make good type is as absurd as the notion prevalent some years ago that England was the only country for the manufacture of steel rails.

Our type is regular foundry cast—**Standard Line, Point Set, Point Bodies, Accurate** and will work to advantage with that of other foundries. Job fonts are made up to scheme and list prices adopted by all foundries, and weight fonts of **All Faces** are sold at one list of prices.

Send for Specimen Book

The above Discount of 30%, and an Additional 2% for **Prompt Cash** applies to all type shown in our Specimen Book on Job Type put up in Job Fonts, Job Type in Weight Fonts, Body Type, Borders, Ornaments, Spaces and Quads and Leaders.

GEORGE DAMON & SONS

44 Beekman Street New York City

STANDARD HIGH SPEED AUTOMATIC JOB PRESS

THE JOB PRESS THAT AUTOMATICALLY PRINTS TWO SEPARATE JOBS AT THE SAME TIME

DAILY KENNEBEC JOURNAL, SATURDAY, JANUARY 3,

gusta Locals.

sel Delano of Bangor, who or several days the guest in the city, returned Fri- r home.

ry Hammond of this city ed a position as saleswoman nfectionery store of N. T. Son.

t Jones has returned to the passing a few days at Harbor, the guest of his mmate, West Lewis.

f the Poor Hayford of the r department was in Au- y and called on Overseer the local department.

d Treasurer F. W. Wight usta State Hospital, ac- y Mrs. Wight, left on the noon express for a short home in Rockland.

ta Musicians' Association, F. of M., will hold its ing at 2.30 Sunday after- new headquarters, 233 Installation of officers iness of interest.

ames F. Bagley of the f Charities and Correc- n E. Liggett, a member made an inspection Fri- hildren's Home in Gar- pection of the Augusta ie Thursday.

th Hunt, formerly of ho is now conducting tte, N. D., has arrived visit to her parents, eorge Hunt, and ex- ere until April.

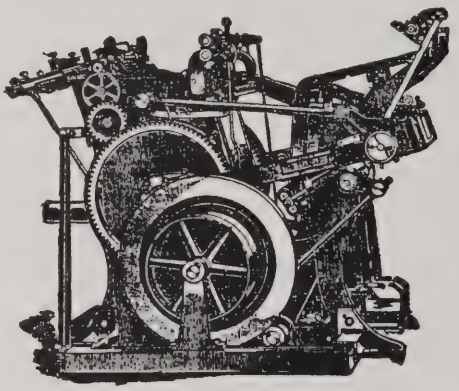
ton, bookkeeper for o a short time ago l treatment at the spital, following an itis, has so far re- as left that insti-

ceived in the city h, Dec. 11, in the Peoria, Ill., of merly of Augus- ter survive. Mr. of this city un- nd at one time house on Cony

osition of the et at the top om the rail- was effected

FOR GREATER EFFICIENCY.

Automatic Job Press the Latest Addition to Journal's Modern Printing Equipment.



The Kennebec Journal Company's New Automatic High-Speed Job Press.

No industry has made greater strides in efficiency and standardization than that of printing. Every reader of the Journal has heard of the wonderful typesetting machines, newspaper presses, and other machines that we have installed from time to time. The newspaper of today is possible only through the use of these great inventions.

No less great have been the wonderful strides in machinery to do the commercial job printing demanded by the business world. The Journal Co. has always prided itself on having the best equipped job printing plant in Maine, and has kept abreast of the times.

The latest addition to our plant is a job press that is a wonder. For years several sizes and styles of job presses have been necessary to do the different kinds of job printing and all were fed by hand, a slow, tedious process. The new press just installed does away entirely with the drudgery of feeding sheets by hand, and automatically takes one sheet at a time from the bottom of a pile, prints it, and delivers the sheets printed-side up, and at a speed from 2500 to 3500 an hour. Compared to the speed of 1000 an hour by the old-style presses, the new press far outdistances them.

Not alone in speed is the new press wonderful. The press is called the Standard High-Speed Automatic job press, and well is it named the Standard. Its installation in the Journal Co's. plant means that the work of the Job Printing Department will be more efficient and standardized and makes possible greater service and keeping up the quality of printing

The Standard is the last word in high-class job printing machinery, and for that reason the Journal had to have it. We want always to give our customers the best—both in service and quality of work.

We print herewith a splendid illustration of the Standard, but even that fails to give a good conception of the Press.

The Journal invites its friends and customers to see this new press—and know of its wonderful capabilities and the great progress being made in the printing industry by improved machinery.

Mrs. Fran been the gu Mrs. James Mr. McFa ed the week Selgars.

Mr. and M ceiving cong a daughter.

Miss Marg ta visitor W

Mr. and M entertained Mrs. J. P. King and M

The East stallation S

Miss Alic a week wit Tarr of Lit

Mrs. Bool passed the

Mr. and M ed at dinn Mrs. J. P. (dus Borjess Williams.

Miss Hatt Trufant wer Charles Woo

The Sons Auxiliary wi tion Monday cers: Mr. an diner. The fo for the Auxi Sprague; vice Cannon; guid son; assistan ilton; past p ford; chapla otic instruct ter; treasur C. G. Mrs. Hattie Jacl Leavitt; O. I. S. G.; M stallation s ter supper.

Mr. and given a Su Saturday e ed and re

Miss Es was the Miss Wit

Miss W cousin, land.

Mrs. A ed their to Lowe has a r

Geo. home noon. ing d He w had town

The above is a reproduction of the announcement of the Kennebec Journal (Augusta, Me.) which recently installed a STANDARD HIGH-SPEED AUTOMATIC JOB PRESS in its Job Printing Department.

No other press will make as big profits for the printer in the Inland Towns, or has the large scope to meet the varied demands of the combination job and newspaper plant—the STANDARD will print everything from a Postal to a Poster.

Write for Leaflet
"The STANDARD Way
for Short Runs"

WOOD & NATHAN CO.

Sole Selling Agent

STANDARD HIGH-SPEED AUTOMATIC JOB PRESS

1 MADISON AVENUE, NEW YORK CITY

The STANDARD will be exhibited at the New York Printers' Exposition, April 18-25.

The "Short Run" Bugaboo

Why not save time on short runs as well as on long ones?

IF a fast press were speedy only in running and required an extra amount of time in making ready, we could see why it might be **objected to** for short runs.

To be sure, the idea of buying a fast, automatic press **solely** for very short runs is not to be recommended.

But every printer has many long runs and if a fast, automatic press will make him big profits on those runs **and** will also turn out his short runs quicker than his platens AND DO BETTER WORK, then the purchase of such a press becomes a **necessity.**

The new Model B Autopress (12 x 17 sheet) does a quality of work superior to the so-called "Art Platens" and is **quicker to make ready** because:

The impression is the most rigid ever built into any printing press—**four tracks** on a 12 x 17 cylinder press. Think of it.

No yield. Every tissue patch or overlay **does business.**

Rigid impression is the first essential to quick and permanent make ready.

Tympan is easily and quickly put on.

Inking is positive, form rollers being driven by metal vibrators, the same as on large cylinder presses.

Distribution **more complete** and **more perfectly controlled** than any other cylinder or platen ever built.

Our new crossways distribution and Unit Ink Supply Control do away with all fussing with fountain set screws and enable pressman to adjust ink correctly, easily and **quickly.**

For long runs the automatic feed, of course; but for short runs, merely swing back the automatic feed and lay on the hand feed board—a minute does it.

It is **easy** to feed by hand at 4,000 an hour and easier and quicker to set the guides than to put gauge pins or glue quads on a platen.

The new Model B is simply a Battery of Art Presses all in one, beating the best of the platens at every point, quality of work, quickness of make ready and speed in running, whether feeding automatically or by hand.

Model B stands for Bank deposits, large and frequent.

Write at once for full particulars

THE AUTOPRESS COMPANY

95 MADISON AVENUE, NEW YORK

CHICAGO, 431 South Dearborn Street
ST. LOUIS, 313 Fullerton Building
BOSTON, 176 Federal Street
PHILADELPHIA, 1001 Chestnut Street
SAN FRANCISCO, Phelan Building

THE AUSTIN STATESMAN.

ESTABLISHED 1871—VOL. 43, NO. 44 AUSTIN, TEXAS, TUESDAY MORNING, FEBRUARY 10, 1914—TEN PAGES SECOND OLDEST PAPER IN TEXAS

STATE CONVICTS TO BE WORKED ON HIGHWAYS

Governor Colquitt Agrees to Experiment That May Revolutionize Pen System.

NO GUARDS OR SHACKLES

First Experiment Is to Be Made in Smith County, Where Fifty Prisoners Will Be Put to Work.

An innovation in the handling of convicts in Texas, although a proven success in other States, grows out of the agreement of Governor Colquitt yesterday, whereby convicts of the State may be worked on the public roads without guards, without shackles or chains.

The system of the plan, shortly to be introduced, will mean, within a short time the development of hundreds of miles of high-class highways, the betterment of the physical as well as the mental condition of the convicts and will allow them to have accumulated upon their discharge an amount of money that may serve as a nestegg until employment is secured.

In Colorado, Illinois and other States it has been tried with a success that has done away with the barriers for other States. It was found that the betterment of prison among convicts allowed to work on the roads, the percentage of escapes and sickness was far less than of the convicts confined in the penitentiaries.

No exact date has been set for the initial experiment in Texas, but yesterday Governor Colquitt entered into an agreement with T. S. Sikes of Linden, Cass County, a Road Commissioner, and R. G. Christian of Amarillo, an engineer, for the working of fifty convicts. Mr. Christian has had previous experience with the building of roads by convict labor and spoke in glowing terms of the possibilities to be derived from use of convict labor.

The convicts used on the roads radiating from Lindale, in Smith County will be paid $1 per month in addition to their board. Of this amount $7.50 goes into the penitentiary fund and [illegible]

FUTURE QUEEN OF HOLLAND TO ATTEND PUBLIC SCHOOLS

(Left to right: Princess Juliana and Queen Wilhelmina.)

THE HAGUE, Feb. 9.—Queen Wilhelmina has announced that she will send Princess Juliana, heiress presumptive to the crown of The Netherlands, to a public school, where she will acquire her three Rs with children of the common people. This is no bid for popularity, but the result of a diligent search for the best possible institution to educate the future Queen of Holland, who will be 5 years old in April.

AS TO PANAMA CANAL TOLLS

President Regards Clause Exempting American Coastwise Vessels as Serious in the Extreme.

WASHINGTON, Feb. 9.—President Wilson [illegible]

STRIKE INQUIRY BY CONGRESSMEN IN TWO STATES

Comittees Begin Work at Hancock, Michigan and at Denver, Colorado.

MINERS FIRST TO BE HEARD

Representatives of Western Federation Describe Conditions as Far Worse Than Generally Believed.

HANCOCK, Mich., Feb. 9.—Federal investigation of the conditions in the copper country was formally instituted today by Representatives Taylor of Colorado, Casey of Pennsylvania and Howell of Utah, members of the House subcommittee on mines and mining.

Meeting in the public hall of this mining city, persons of every nationality were represented. The inquisitors disposed of the formalities of organization in brief time and then got to the business of taking testimony.

Chairman Taylor invited all persons who could shed any light on the controversy to testify.

O. N. Hilton, appearing for the Western Federation of Miners, suggested that the causes leading up to conditions be the first subject of inquiry as necessary to determine the justice or injustice of the miners' contentions resulting in the strike. He also said the miners would prove that conditions under which they worked were appalling.

In assuring the committee that the mining companies would lend every assistance in getting at the truth, Allan F. Rees, senior counsel for the companies, said Hilton's statement was "a fair type of the campaign of misrepresentation and falsehood which has been characteristic of the situation from the inception of the strike."

The committee decided to take up the subjects of inquiry in regular order. Chairman Taylor and Mr. Howell both expressing the opinion that the existence of the conditions alleged should be proved before they could properly inquire into the causes.

Gist of the Testimony.

William J. Bulard, president of the Calumet [illegible]

TEXAS' CLAIM FOR REGIONAL BANK LAID BEFORE LOCATING COMMITTEE

COL. GOETHALS SUSPENDS COMMISSARY MANAGER

BANK RECORDS SHOWS THAT BURKE SAVED THOUSANDS.

Latter Protests That He Has Done Nothing Wrong and Will Appeal to the Courts.

PANAMA, Feb. 9.—Colonel George W. Goethals, chairman of the Panama Canal Commission, today suspended John Burke, manager of the commissary department.

Colonel Goethals' action came at the conclusion of the hearings which gave Burke a chance to clear himself of the charges that he had accepted gratuities and had been guilty of irregular business transactions.

Colonel Goethals also suspended W. F. Shipley, chief clerk of the subsistence department, the reason being given as "incompetency."

Colonel Goethals yesterday received the report of Mr. Nye, the special agent appointed to investigate the charges against Burke. He then informed Burke that he had given him a chance to explain and produce evidence of the innocence of his transactions in the commissary department, and of how he came to be possessed of such much real estate in the United States and Canada and of large deposits in Indianapolis and Colon banks.

Colonel Goethals explained that she would do his utmost to bring the case before the courts to determine Burke's guilt or innocence, and to ascertain whether a conspiracy existed to defraud the Government.

The list of the deposits made by Burke in Indianapolis amounting to $36,000 and in Colon amounting to $32,000 during his term as manager of the commissary department was then read by Colonel Goethals. He also read a list of properties purchased by Burke in Indianapolis and Canada aggregating $44,000, and a list of mortgages amounting to $16,500. The colonel then turned to Burke, asking him to make a statement. Burke declared with much emotion:

"I can look you or any other man in the eye and tell you I am innocent. I want to say right here I have never taken a cent of money in my life, and I will go before any court for vindication."

Captain Frank O. Whitlock, United States Cavalry, has been appointed to succeed Burke. Burke sails this week [illegible]

Financiers of Ft. Worth, Dallas and Houston Heard by Cabinet Members, But No Spirit of Sectionalism Is Displayed at Any Stage of the Proceedings.

STATE'S INTEREST BEFORE ANY COMMUNITY

"Texas First, Our City Second" Is the Sentiment Voiced by Men of Affairs Before Messrs. McAdoo and Houston—Distinguished Guests Entertained by State and City Officials and Private Citizens.

"Texas first, our city second," was the sentiment voiced by Texas bankers and business men from all parts of the State at the regional bank hearing conducted by Secretaries David F. Houston and William G. McAdoo Friday in the Federal District Courtroom. The claims of Texas were presented from every standpoint of agricultural, industrial and commercial activity and what was first thought might result in keen competition between cities was nothing more than a united front to have one of the eight regional banks authorized by the recently enacted Federal reserve act located in Texas.

Delegations from three Texas cities were heard, those of Dallas, Fort Worth and Houston being represented about equally in number. The hearing began in the morning at 9 o'clock and lasted until shortly before 6 o'clock in the afternoon, with a two-hour intermission for lunch at the Country Club, where visiting officials and bankers were the guests of the Austin Clearing House Association. Both secretaries made short talks, although it was announced no speeches would be made at the luncheon.

Bankers from San Antonio and Waco were represented, but Secretary McAdoo's invitation to hear the claims of other cities met with no response. It is generally conceded that if the committee selects a Texas city, the decision will be made among Dallas, Fort Worth and Houston.

Several times during the hearing the term "branch bank" was injected into the proceedings, but always the suggestion came from one of the visiting officials.

St. Louis Second Choice.

St. Louis is the second choice of [illegible]

MUNICIPAL
BOND
ISSUES

in the Spring of the year are the printer's opportunity to increase business. "K. B. BLANKS" are eminently suited for this purpose. Dealers and investors prefer them because they look like money. They have that crisp feeling of the banknote. Samples and prices on request.

KIHN BROTHERS, BANK NOTE ENGRAVERS
99-103 BEEKMAN STREET, NEW YORK

Westbrook Hotel
Fort Worth, Texas

European Fireproof

Fine Cafe and Grill at Reasonable Prices

Rates for Rooms:

1 Person, without Bath,	-	$1.00 to $1.50
2 Persons, " "	-	2.00 to 3.00
1 Person, with "	-	1.50 to 3.00
2 Persons, " "	-	2.50 to 4.50
Parlor, Bed Room and Bath,		4.00 to 6.00

H. B. CHRISTIAN, Pres.

Operators Like Bostons

GO INTO the bindery equipped with several makes of wire stitchers and you will find Bostons ALWAYS in operation, stitching high grade catalogue and booklet work with fine wire—rapidly, exquisitely. Talk with the operators and they will tell you WHY the Bostons are favorites—WHY they prefer them to all other stitchers. The foreman will always extol Boston merit, productivity and efficiency. Let us show you

American Type Founders Co.

Set in Antique Shaded Floral Decorator Grecian Shaded Border

FRED'K H. LEVEY CO.

NEW YORK

MANUFACTURERS OF

HIGH GRADE

PRINTING INKS

WE make a specialty of Inks for Magazine and Catalogue work. *The Ladies' Home Journal, Saturday Evening Post, Scribners, McClures, Cosmopolitan, Woman's Home Companion, Strand, American, Frank Leslie's Publications, Review of Reviews,* and many others, are printed with Inks made by us. Our Colored Inks for Process Printing, both wet and dry, are pronounced by Expert Printers

THE BEST MADE

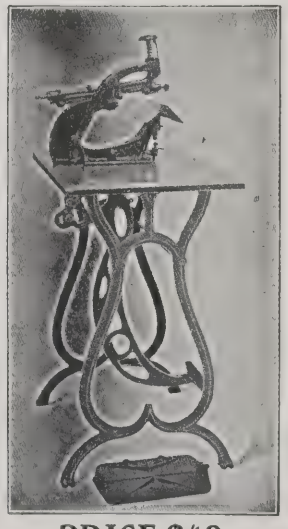
FRED'K H. LEVEY, President — CHAS. BISPHAM LEVEY, Treasurer
CHAS. E. NEWTON, Vice-President — WM. S. BATE, Secretary

NEW YORK, 59 Beekman St. — CHICAGO, 505-7-9 S. LaSalle St.
SAN FRANCISCO, 653 Battery St. — SEATTLE, 411 Occidental Ave

A GOOD STAPLING MACHINE

Is a Convenience and an Economy in Every Printing Office.

ACME No. 6



PRICE $40.

It is an absolute necessity to every printing office that does not have a wire stitcher.

The Acme Binder No. 6

is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing offices A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

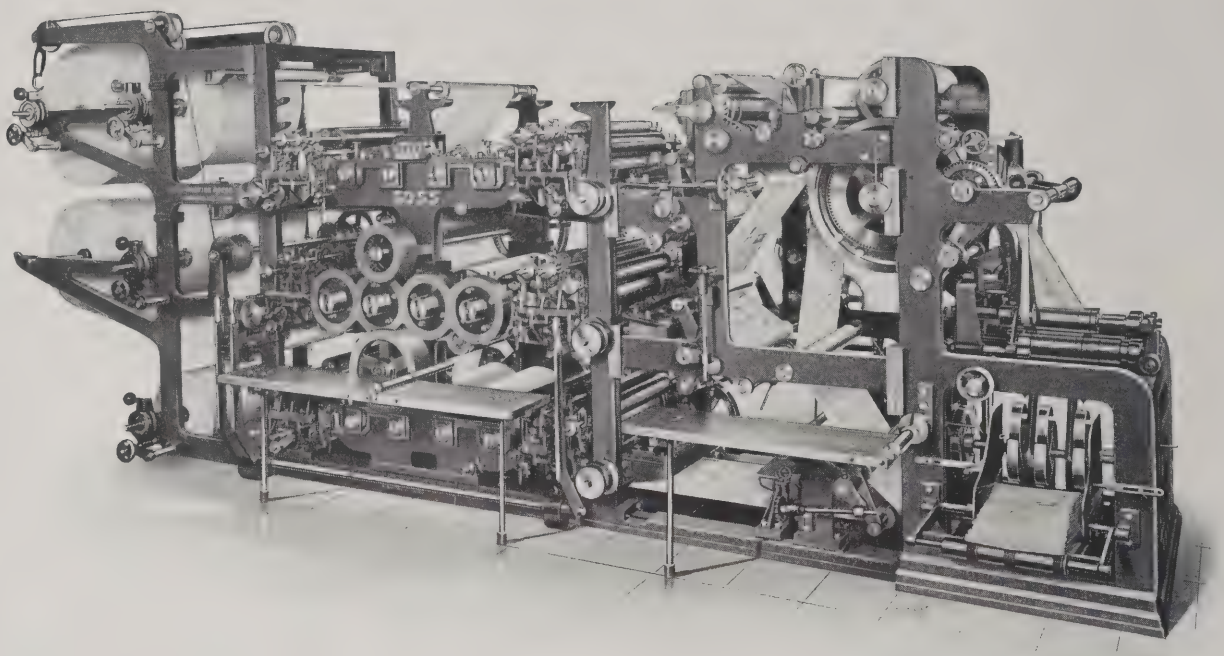
The Acme leads them all and is for sale by Printers' Supply Houses throughout the United States. For further and full particulars write

THE ACME STAPLE MACHINE CO.,
112 NORTH NINTH ST., - - CAMDEN N. J.
Progress Typewriter Supply Co., Ltd., London, England, European Agents.

EASE OF OPERATION
ECONOMY OF MAINTENANCE
SPEED SATISFACTION

ALL EMBODIED IN

THE GOSS "JUNIOR STRAIGHTLINE"



An efficient, high class machine built in 3 or 4 deck units. Produces 4, 6, 8, 10, 12, 14, 16 pages in book form of seven columns width and length from 20 to 22 inches. Can be arranged to print from one to three extra colors. Standard stereotype plates, no boring of plates required.

Products delivered either one-half or one-quarter page size.

LET US TELL YOU MORE ABOUT IT.

The Goss Printing Press Co.

16th Street and Ashland Ave.
CHICAGO, ILL.

NEW YORK OFFICE
1 Madison Ave., Metropolitan Bldg.

NATIONAL PRINTER JOURNALIST

A JOURNAL FOR PRINTING AND ALLIED TRADES

Volume Thirty-Two | Chicago, March, 1914 | Number Three

An Industria and Financial Edition

READING, PA., is one of the old yet one of the growing, progressive cities of the United States. That its attainments and prosperity are greatly aided by an ably conducted, enterprising, independent newspaper is evidenced by the forty-sixth anniversary issue of the Reading Eagle, bearing date of January 28, 1914. This is properly designated as a "Financial-Industrial Issue" by reason of the wonderful showing made in its pages of the multitudinous industries and mammoth financial institutions and of their productions and achievements, that a century ago would have been considered impossible to the greatest metropolitan city of the Nation.

That there are many other great cities in America of like attainments and in like manner served by enterprising, independent newspapers, is matter for congratulation, but takes nothing from the glory of Reading or its great newspaper—models worthy of study and imitation, as well as of inspiration. There is very much given in this paper—that rests on our table before us as we write—both in its relation of accomplishments and in its glance at the possibilities of the future, that will prove of inestimable value, not only to Reading, but to hundreds of other cities that have boundless possibilities and resources as yet undeveloped.

The development of this whole country, as well as of all the cities and villages, has been accelerated beyond computation by the public press. As soon as a great advance in government or great improvement in industries, or in anything else, has been reached in one section or city, it is heralded by the omnipresent American press throughout the land from ocean to ocean, and all the advantages to be gained made known, taken up and exploited. All are helped, while the city of the newspaper's publication is generally greatly benefited, broadly advertised, and profitable markets for its products opened everywhere.

It is not possible to enumerate here the details of the great achievements recorded and it is only the design to point the way and to inspire other newspapers to like useful and profitable service.

It is sufficient here to state that in this anniversary number, with its one hundred great, eight-column pages, besides giving the current news, there is set forth, in the liberal business announcements and in well-written articles, all that shows the activities and accomplishments of this up-to-date city—in this era of highest enlightenment—with a population of a hundred thousand of enlightened, industrious people—a city greater in manufactures, accomplishments and wealth than was known in this land four score years ago.

Not only are the manufactures running into many millions of dollars and the financial institutions properly set forth, but all the resources on which they depend, and all associated, dependent and contributing interests, agencies and activities necessary to progress and to the welfare of the people, such as local merchandising, wholesaling, transportation, trolley systems, real estate, insurance, city lighting, water supply, application and uses of electricity, the Chamber of Commerce, charities, Y. M. C. A., playgrounds, public schools, commission government, churches lodges, library and all else that enters into the making of life in a model, modern city. It would be interesting to stop to review the new manufactures that have come into existence the past three decades, but a thought with this enumeration will call them to mind. These add billions to the wealth of the country, to say nothing of the added convenience, productive power, and commerce.

Of special interest, by way of present value to other cities, of contrast and of possibilities, are the articles entitled, "Reading Under Commission Government;" "Reading Paper Eighty Years Old" and "What has the Future in Store for the City of Reading." There are 40,000 employes in the city and the manufactured products in 1913 amounted to $100,000,000, so that a look forward is rightly filled with hopefulness. The future promises of advancement are not made entirely upon the achievements of the past, but upon the opportunities afforded by which the expected population of 200,000 and the doubled wealth, improvements and productivements are to be reached in the coming two or three decades.

What has the Future in Store?

One of the things planned is the utilizing the power afforded by the currents of the river and canal for the manfacturing of electricity to supply the place of coal that is diminishing in quantity and increasing in price, and, at the same time, to abolish the smoke nuisance. Here is something every newspaper in any city blessed with a river, a stream of water or even with the possi-

bilities of flowing artesian wells, should take up, study and exploit for the benefit of the city and all the people. Electricity developed from water power must largely and can most economically be made to furnish heat and power in the future wherever running water exists or can be secured. Reading is to have—as should all other progressive cities—the mountains, hills, river fronts and waste places turned into beautiful parks and playgrounds; better means and higher standards of sanitation; more economic methods of merchandising or the bringing of the products of farms, gardens, factories and shops to the consumers; all surface railroad grade crossings eliminated and better railroad terminals supplied; all telegraph and telephone poles and overhead wires or cables of all descriptions removed by the means of placing all wires in underground conduits; moving pictures used in the schools for instruction in history, physical geography, botany and other sciences, instead of being used for amusement; better buildings for homes and business, printing and manufactures, for school and reformative and punitive purposes; better municipal government, founded on practical business with a view to efficiency, absolute security and careful but wise and liberal principles of economy.

The field for future growth,, improvement, and development along all lines, and the greatest imaginable betterment is almost unlimited and in this field the newspapers will find constant opportunities for increased usefulness and practical service that will bring permanent appreciation and rapidly increasing power.

Reading Under Commission Form of Government.

The commission form of government will be a live issue and an important subject for consideration and discussion by newspapers for many years to come. Reading had been under the new form of government only two months at the time of this issue of the Eagle and had been bound to some extent by the legislation and appropriations of the retiring council and the time had been largely passed in studying conditions and the improvements and changes that could be made.

Already, however, the Board had saved some money by reducing the number of some of the offices and the abolition of bureaus and cutting out officials serving these boards. Experts have been set at work revising the accounting system and the way had been paved for civil service in the police bureau and sweeping changes made in bookkeeping and auditing in the various offices, and department work simplified.

Conservation of the city's natural resources and attractions had been undertaken. The river front had been surveyed and property lines been definitely learned. A movement for the preservation of the city's mountains, the Neversink and Mt. Penn, had been put under way. Better streets, more regulations for sanitation and other matters had been considered. This all seems very practical and business-like.

Reading Newspaper of Over Eighty Years Ago.

By way of contrast, the Reading Chronicle published from 1828 to 1831, is especially interesting. It was a four-page weekly with first page devoted to continued stories, and the rest of the paper and all the editorials given up to politics, with some miscellaneous, general news, one or two months old, clipped from other papers and a very few local stories of important happenings, with no personals or brevities. Some advertising was carried on the inside pages and the fourth page was set solid with advertisements. In further speaking of this paper, the Eagle says:

"The editor of a newspaper in those days was usually a personage of distinction, and his editorial views were accepted as gospel by the people of the same political faith. His utterances on other subjects commanded respect as a rule among all the people, as he had, according to popular estimate, to be better informed and to be better educated than the average citizen, to hold a post so lofty as an editor's. His statements of fact along many lines were seldom disputed, and in political matters his declarations were accepted by those of his faction or party as oracular, inspired by the unseen political fates and once heard, or rather read, to be believed."

Politics Receives Much Space.

There was very little local news in the weeklies of those days, except local politics, but there was an abundance of this kind of matter. Only when a notably important event occurred was space given to recording it. Even then it got very little space. The bulk of the local news, outside of politics, was deaths, marriages, and now and then a fire or an accident. Market reports and crop and farm news were given some space.

The Chronicle office seemed to be a kind of drug store. A number of medicines, tooth powder, snuff, tea, and shoe blacking were kept in stock. One of the remedies advertised was "life drops, a preservative against pestilences and against palsy." It was also intended to "strengthen the hearing."

The advertising of eighty years ago showed a greater contrast to present-day business.

Barber Was Also Dentist.

John Piper advertised not only as a barber and dealer in oils and toilet waters, but also as dentist, "drawing and setting artificial teeth, filling with gold filling, etc."

Make Their Own CornWhisky.

Asaph Shenfelder conducted a store at which he sold stills and hatters' kettles. Hat manufacturing was an industry in Reading even at this early date, and there were many small factories. Stills were used in many households in making corn whisky for the use of various families.

There were two kinds of Republicans in those days, Democratic Republicans and Independent Republicans. but they were all for Andrew Jackson. One issue of the Chronicle has the following German verse in General Jackson's praise:

"Ich bin fur Gen. Jackson,
Fur Gen. Andrew Jackson,
Die ganze Deutsche stimme geht
Fur Gen. Andrew Jackson."

Markets Eighty Years Ago.

The market report shows the following items and prices: Butter, .10; beef, .06; Veal, .05; Mutton, .05; pork, .06; ham, .07; eggs, .07; whiskey, gal., .19.

These were the old days of Andrew Jackson, and John Quincy Adams.

Industrial Education.

Among many other articles in this issue of the Eagle in which we have found especial interest is entitled, "Industrial Educational Features of Reading's Splendid Public Schools." Industrial education is a live and engrossing matter in all parts of this country and deserves

ten times the attention given thereto by the newspapers today.

The Eagle article, that is illustrated by the cut of splendid, modern school building, great in size and model construction and arrangement, says:

"Trying to reduce the time between commencement day and pay day," would be a good motto for Reading's excellent schools.

Manual training will bring it about.

Years ago teaching the three R's was considered the main feature of public school work.

"R, 'R, 'R, and T," would now sum up the situation in a sentence. It means "Reading, 'riting, 'rithmetic and a trade."

"Cut out the frills and the dead things and devote that time to teaching only practical and necessary things to the boys and girls who must begin earning a living the day after they leave school," is the unexpressed thought of hundreds of Reading parents.

, They feel that this is coming. They know it is, for a great start has already been made by the teaching of shop work and manual training. The 13,500 children in the local schools are all getting the benefit of it.

Reading is an industrial city in a most marked degree and this issue of the Eagle is an industrial edition. It is therefore most appropriate that considerable space should be given to manual training in the Reading schools.

The finished product forms the future population—the taxpayers, the officials, the husbands and the wives who will make Reading a greater industrial city during the next generation.

One of City's Big Industries.

Reading's public schools are one of the city's big industries. Look at them in that light for a moment. Forty-six separate plants are necessary. That is the number of school buildings. They are all sizes from the smallest to the great structures at Douglass and Weiser and Eighth and Washington Streets.

It is necessary to employ 23 male and 320 female instructors. Some of them are beginners, while others have been in the employ of the district 30, 40 and several over half a century. The Reading school district is a million dollar corporation.

Large Investments.

The value of the grounds and the forty-six buildings located thereon reaches the great total of $1,600,000. This vast sum of money has been paid by the taxpayers in addition to the hundreds of thousands necessary to keep this great industry of education in operation.

The resources of the Reading district according to the report for 1913 aggregate the enormous total of $1,784,677.96.

Herein is given the sensible, practical side of industrial education. There is another very important view or fact to be considered. The training the hand to do while training the mind to think is the greatest possible help to education, to solid culture, to bringing out and developing the mental faculties.

The universal testimony of teachers in our Grammar and High Schools, where manual training is made a part of the course, is that the pupils who take the manual courses are the best, the most thorough or perfect in their studies. The training of the hand and eye, the applying of the lessons learned, the creating of physical objects, gives interest and awakens enthusiasm.

Austin, Texas

ALMOST in the shadow of the verdure clothed Texas hills rise the spires and domes of Austin. The city lies in a bountiful valley and is pillowed against the mountains, which show purple and green and violet and golden according to the slant of the sun. Here is the center of learning, the city of government. Here are clustered many of the institutions which are the pride of the commonwealth. Here is a community which represents the whole wide state.

Her hills and dales, the grass carpeted lawns and parks, the giant trees and, out beyond, the rippling water of a river as it breaks from the mountains and is now being harnessed for the purpose of power and added grandeur, speak in eloquence of the invitation of the Southwest, for the hundreds and thousands who may yet find their destiny in the magic land.

Commerce and the crafts can for the time be subordinated. No clouds of heavy smoke ever hung between Austin and the azure sky. The hurrying, anxious, hungry throng of a manufacturing center is absent from the well-swept thoroughfares. In the pulsing measure

Terry Ranger Monument, Austin, Texas

of business as transacted here there is no echoing terror in the cries of anguish that spring where poverty and want and suffering abide.

Instead there stands the capitol in all its dignity, the fourth largest building in the world, to typify the quiet power and substance of true democratic institutions. A little farther on, the towers of the State University rise from among the trees, to add the touch of culture and the influence of learning. The avenues and streets radiating from these two centers are lined with comfortable homes and out farther in the country stand the structures erected by the state in performance of those obligations to which the public as a whole stand heir.

Let other cities claim the palm for belching smoke-

stacks and roaring mills. Here is a community where life appears to be under the spell of the surroundings. Those hills as they stand majestic under sun and mountain and stars mean something different, something better than anything that can be represented in the crash of commerce.

In 1839 a commission was appointed to find a suitable place for the establishment of a seat of government for the republic. On horseback and by stage

Country Club, Austin, Texas

those who were selected traveled from point to point until finally they stood upon the crest of the mountains which overhung the Colorado where that river breaks from the mountains. Far beneath them the tree tops tossed like waves at sea.

They stood, so says the history, entranced. They descended the hills and surveyed the site for the new capital. The choice had been quickly made, for already nature seemed to have fixed the spot and it remained for men to do no more than to find it, and to build.

University Avenue, Austin, Texas

Since then ten thousands of men and women have ventured on similar journeys for themselves, to find the place of beauty, health and right surroundings for a home, and have found Austin. As it happens this Texas city is pre-eminently a good place in which to live.

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Austin is in the heart of Texas. It is the almost equi-distant point for all the sections. Here have been bound together the interests of El Passo and of Texarkana; those of Orange and the Panhandle. Here is the river which holds together a state larger than all New England. As the young folks seek this center of educational system, Austin fixes upon them the spirit of the whole of Texas for which it stands. The ideals and the sentiment and the broad mindedness of the Southwest are well preserved; the common history consecrated in the mind of a people.

Romance is not lost and imagination has its play. High hills, high thoughts: Such beauty, such landscapes, such atmosphere help in the compassing of nature's lessons; give breadth of view and strength of will. The mountains fairly breathe the legends of old Indian days. The record of heroes and the glories of Texas history seem to have been wrought into the walls and towers and domes and structures which stand for statehood and advancement.

Named after Stephen F. Austin, the founder of an Americanized Texas; claiming for its own many of the great men of the state; the city which produced Will Porter, known in literature as "O. Henry"; once the home of Amelia Barr and the birthplace of the wife

"Deep Eddy," Near Austin, Texas

of that Irish patriot, T. P. O'Connor; the distinction claimed seems to be justified.

Such as it is and such as it promises to be, as the city progressing according to the substantial growth of all of Texas, it seems as much to individualize or specify in point the charms which appear to have so gripped its people and influenced their lives.

Those fundamental things which make it so pleasant to be alive, to accomplish much, are here. Discovered they have brought the people who are doing their whole part to meet the standards set. This is not a city of dreams and florid color. It is one of firm foundation like the rock on which it stands. It is healthy in every organ and just now coming into full power and strength of its development.

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As before described, Austin lies at the foot of the mountains, into which, with the construction of the great dam, the clear waters of the Colorado river will be backed to form a lake thirty miles in length. Below these hills and beyond the city the bursting barns and warehouses tell of an abundant valley. Many of the

farmers are of German descent and the landscapes are dotted with substantial homes.

Here are two trunk lines of railroad, the International & Great Northern and the Missouri, Kansas & Texas parallel to each other, while the Houston & Texas Central penetrates the hills to the northwest and connects with Houston to the southeast.

The reconstruction of the dam and the facilities for the generation of electricity by water power now being installed will give Austin the cheapest power of any city in the state and it is probable that transmission lines will be installed to carry electricity all over the country. In case the opportunities so offered are seized material advantage to the city may be gained and the construction of electric interurban railroads in all directions hastened. Already plans are ready for the building of such lines to Waco east and San Antonio west.

The purest water, filtered and made pure and clear as crystal, fills the city reservoirs. Streets have been paved and all manner of public improvements have been

Littlefield Building, Austin, Texas

undertaken. The Southwestern Telegraph & Telephone Company has now in contemplation a vast amount of new work which will give to Austin the finest telephone facilities to be found in any city of its size in America.

North of the city is a vast territory almost untouched by man. Sometime it will be the mountain playground of the State. The hills are nature's storehouses, rich in mineral wealth, conserved by nature in her own way. The valleys are rich ,but inaccessible as yet, but ready, at command, to add their wealth to that of a city which stands in such a strong position for the annexation of this virgin land.

At present including the suburbs, Austin claims a population of 43,760. The city, with its environs, covers thirty square miles. Thirty acres have been set aside for parks and some of the streets have been recently made over, into magnificent, well lighted boulevards. At the Country Club the social life ot the city finds its brilliancy. The State University, with almost 4,000 students, gives all the charming attributes known to a college town.

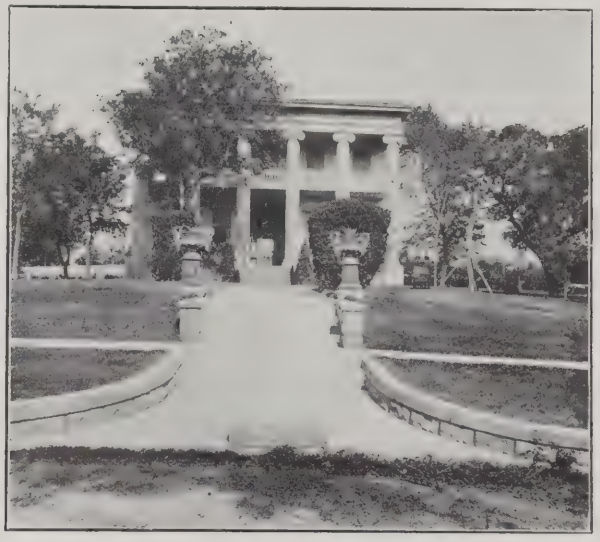
In 1900 the assessed valuation of property in Austin was $8,831,837 and in 1912 it was $20,125,632. Bank clearances for 1911 were $116,009,436. With a single exception the bonded debt of the city is lower than that of any other of the class of the state.

Thus has the picture been brought down to material consideration. When the legislature is in session Austin is the political Mecca of the state, crowded to the last room of her hotels and boarding houses, with the representatives of every section, from all of the 251 counties.

When the highest court sits in the granite capitol, appear before the dignified judges the attorneys of almost every city. The railroad commission hearings bring the representatives of every business and of all corporate transportation interest. No one of prominence in all Texas but who has at some time or another visited the capital.

The inaugural ball brings society from far and wide. The annual football games bring ex-students back to their alma mater.

This city is one of a comparatively few thousand residents, but it claims close kin to every town and hamlet, every city and village within the borders of



Governor's Mansion, Austin, Texas

Texas. It is the place where all the varied interests meet on common ground.

There is life and activity. The people of Austin have friends everywhere because they cannot help but rub elbows with the people of Texas. They are making their city better and more beautiful every year. They are puttng things in order to hold more and more of those who now make but incidental journeys to the capital. They hope to see the time when all the state will take pride in what they have accomplshed and then they may expect to reap the full reward for the task to which they have set themselves.

Points of interset that can be seen at Austin:
The State Capitol, the largest State Capitol in the Union and the seventh largest building in the world. The Universty of Texas. The largest in the South. The great Austn Dam, 1200 feet long, 65 feet high and forming a lake 29 miles long.

The Colorado Bridge spanning the Colorado at the Congress Avenue. The finest piece of re-inforced concrete bridge work in Texas.

The largest spinach farm in the United States, containing nearly 1,000 acres and shipping ten cars per day.

The prettiest avenue in Texas, and perhaps the best lighted. Also several streets and avenues paved and lighted as well as any in the Union.

The prettiest scenic river and mountain drives in Texas.

All the State institutions, showing the marvelous development of the blind and deaf and dumb, under the careful charge of the state.

A new post office costing $250,000, considered a marvel of modern architectural skill in this line.

A community of fair women and brave men, who will vie with each other in extending a genuine American welcome to the moulders of opinion who are our guests, and who will tender a reception ever to be remembered pleasantly.

NEW ENGLAND COST CONGRESS

The Second New England Cost Congress, in Boston, proved of great benefit—a success in a social and business way and highly educative. Cost and efficiency are very important matters and should receive intelligent and studious attention, but organizations of editors, publishers and printers should not forget that there are many other things necessary to full success and should not neglect their conventions that deal with all questions of management, news-gathering, editorial treatment of live questions; the securing of business; soliciting, or salesmanship; circulation and advertising.

Albert W. Finlay was re-elected president, and other officers were chosen as follows: Benjamin P. Moulton of Providence, treasurer; Frank T. Hull of Cambridge, secretary. To the conference committee were elected F. L. Tower of Portland, R. H. Flynt of Augusta and C. H. Glass of Bangor, from Maine; O. N. Towne of Franklin and Charles R. Grover of Nashua, from New Hampshire; E. H. Crane of Brattleboro and Henry E. Parker of Bradford, from Vermont; N. C. Brainard of Hartford and John R. Demerest of New Haven, from Connecticut; A. W. Finlay of Boston, Frank T. Hull of Cambridge, Grover Daniels of Boston, Gilbert G. Davis of Worcester, William C. Root of Pittsfield, William M. Lester of Springfield, Frank C. Hoyt of Fitchburg, from Massachusetts.

Dean Gay said: "I know only one business law; that is, you should take in more than you pay out to conduct a profitable business."

W. J. Bigelow of St. Johnsbury, Vt., spoke on "How to Conduct the Combination Plant (Newspaper and Job)." He had a good word for the country newspaper and its editor. He mentioned the benefits labor has secured through organization and thought the employer should profit by the lesson. He thought there is need of an organization to protect the country printer from the city printer and the former's jealous neighbor.

Benjamin F. Corday of Springfield, in his address on "Salesmanship," declared that the printing business is oversolicited by men who are untrained. He said the average shop is over-equipped and this leads to price-cutting in dull times.

Other speakers were: Frank M. Acton of Philadelphia, "How to Successfully Handle the Small Shop"; A. R. Getchell of Boston, "How Organization Helps the Small Printer"; Bernard J. Lewis of Boston, "Getting Business for the Small Shop"; Fred L. Valpey, "Simplified Cost Keeping"; George Heintzemann of Boston, "How to Estimate"; Fred D. Webster, "Service"; J. Clyde Oswald, 'What Shall We Do About It?"

Dean Edwin S. Gay of Harvard University told the printers, "Research by the School of Business Administration of Harvard University has brought out the fact that printing is the only business that has a properly developed cost accounting system."

Mayor Fitzgerald welcomed the delegates at the Hotel Somerset, and in introducing him, Chairman Finlay said that two years ago, when the first cost congress was held and addressed by the Mayor, he was told that the printer's trade held little that was alluring. Today, the chairman added, there could be no more attractive business for him to enter.

"And if the Mayor puts one-fourth the energy into the printing business that he has put into public life he will have a business rivaling that of the late J. Stearns Cushing," said Mr. Finlay.

Referring to his coming retirement, the Mayor said: Some newspaper has said that it is the business of a Mayor to be criticised. I think I have had my share, but I am going out of office feeling that I have done my duty, and anxious to get into some private business. I am very hopeful about New England and am anxious to promote the interests in every way. In Washington we have been attacked as a section, but the New England States are one; the farthest any of us is from another is twelve hours. In a gathering of this kind geographical lines should disappear."

The Mayor referred to the railroad situation as one requiring the co-operative efforts of all New England business men, urging home directorates. Surely there is intelligence enough in New England to run our own railroads."

The future of Boston and New England, said the Mayor, lies in the opportunities of the ocean, together with the new tariff and the Panama Canal.

The Mayor was given hearty applause and barely escaped being obliged to sing "Sweet Adeline."

George M. Courts, president of the United Typothetæ and Franklin Clubs of America, brought the greeting of the National body. He urged the delegates to study efficiency, saying it was quite as important as cost finding.

Henry P. Porter, in an address on "The Printing Industry of New England," gave statistics relating to the industry in New England and the United States. In New England he showed there are 2,242 printing establishments. The capital invested is $47,793,619, the salaries and wages total $23,858,804.

Among those on the platform was Thomas P. Nichols of Lynn, who was introduced as the oldest printer in the United States, having been in the business for 71 years. Mr. Nichols was given a cordial reception and made a little speech to the delegates.

A company of twelve Philadelphia printers, who proved to be excellent amateur actors, provided the entertainment following the dinner of the congress, attended by more than 600 members and guests.

The Boston Post says: "The piece de resistance of the evening was the playlet given by the Philadelphians, ladies and gentlemen of the Quaker City who are connected with the printing business in one way or another, and who gave their talents to further the cause of organized printerdom.

"The play, entitled, "The Revised Proof," was intimate to every man present, and the hits were appreciated as they could not be by any other gathering. The rest of the entertainment offered during the evening was equally appreciated.

IDEAS FOR PROGRESSIVE TYPOGRAPHERS AND COMPOSITORS' ROUND TABLE

A Call for Aid and a Talk on Tone

Address communications and samples for this department to Slug Seven, care of National Printer-Journalist. 4620 Ravenswood Ave., Chicago, Ill.

LL you readers of this human-interest publication for printers, publishers, and advertisers have, I feel sure, been as pleased as the "constant reader," who is now addressing you, with the manner in which Mr. J. L. Frazier has conducted this new department during the few months he has been inspiring you, even as King Arthur did by his wisdom arouse the Knights of the Round Table to deeds of glory and progress.

We are glad that Mr. Frazier has secured a very desirable position, in part, through the excellent work that he has done in this department, but that this will prevent his continuing with this paper is a matter of regret—regret over losing his inspiriting comments, and the felicitation of friends as they have grown to like his advance, from month to month, in the work he loves.

On accepting the management of this department, which the editor of the N. P.-J. was sorry to see Mr. Frazier relinquish, I realize my limitations, in spite of years of study of the typographical game, for it is one that retains its interest because of its never-ending possibilities and unexpected developments even as the national game played with ball, bat and brains. But this, like the other departments of the N. P.-J., is not, I take it, intended to be a one-man department. It is the privilege of the readers to suggest, inspire and criticise so that it will prove of practical as well as as theoretical value to all. The points brought to your attention in Mr. Frazier's writings have been freely discussed in the other departments of this magazine for many years past, in connection with the samples of all kinds, treated in each instalment of these departments, but this gives an opportunity such as is not available in the quick changes of subject required by their scope to go into many of the important matters that constitute modern typography at one sitting. I believe there was a seat at the Round Table of knights of a mystic age that even the king did not care to attempt to hold down, knowing he was not worthy, and that it would eject him as unceremoniousy as any one else who did not show a higher measure of efficiency than pertains to some of the most haughty kings and critics. So the place corresponds to that mystic seat of the Arthurian Round Table, I will not attempt to occupy, but will leave it for the master typographers who sometimes inspire the festal board of the N. P.-J. with the magic lore gained through their specialization in one or more of the many subjects in which a conductor of a department, that takes them all in, soon finds his limitations. I hope that the many experts in various lines of printing art who have taken such an active interest in the other departments, as well as those who consider themselves "tyros," but from whom nevertheless some of the most stimulating ideas often come, will aid in making a department that will be able to bring together a progress-inspiring array of ideas as to some one feature of typography in each of the instalments of the department.

Mr. Frazier's program as outlined in the March issue is one that should work out all right, providing the specimens—both good and bad—he asked for are forthcoming, as I feel sure will happen. You will, I know bear with the deficiencies naturally to be expected in taking up a work which the original conductor evidently began with ideas so clearly staked off in his mind that I may not be able to preserve the continuity already observable in his work. But though I have a rather long and wide experience in matters connected with typography, I have not yet reached the point where I think I know it all—in fact, I have been getting so wise of recent years that I feel I know very little, and so, as I aim to be a progressive myself, I am always willing to be shown as well as to show. And I know I can count on your help, because I want to do all I can with my limited power, aided by your inspiration to help others, to help you.

So I guess we'll get along.

I would be greatly obliged to you if you would send me samples of the following:

I. BILLHEADS, STATEMENTS, AND OTHER PRINTED MATTER USED IN THE COLLECTION OF ACCOUNTS.

We have had a very interesting discussion of letterheads; but naturally we must not neglect the billhead, which some of us like to see coming our way regularly; and some uf us look upon with as much love as that in which the people of Scripture days held the publican, or tax-collector. The collections of taxes and the rendering of accounts are necessary accompaniments of this as of other ages; and today we do not necessarily class publicans and sinners together, and we may even pass the time of day pleasantly with the man who calls even for an account we are not prepared to liquidate. Still, enmities are often made by lack of tact in the collection of accounts; and the country publisher, for instance, with his many small sums outstanding, has great difficulty in getting what is his due without giving offense. I believe that an attractively printed billhead is a real force in bill collecting, just as a bill collector with an attractive personality will often get money where a browbeating collector would do worse than merely fail. I really think, after years of study of the effect of printed matter, that this is a very important point in psychology. And psychology, a science which was mistaught during the

great advance in other scientific studies made in the nineteenth century, is now recognized as an especially potent force in all that has to do with life.

Business has a great deal to do with life. And printing has a great deal to do with business, and should have more to do wth it.

So if you have any billheads or other "collection literature" that will make the recipient chuckle cheerfully, by all means send them along.

II. HANDBILLS, DODGERS, as well as WINDOW CARDS that take their place for some purposes. While a distinctive advance has been made in the art and effectiveness of other forms of job printing, there has been mighty little change in the handbill. It is still a force, not only in the country, but to a very large extent in the city, where it is often profitably used in localities where newspaper advertising would be too expensive, and would not reach just the people it was intended to reach, anyway. The handbill and the dodger are products of the printer in which there is, or should be, a considerable profit; and if it pays to make any other kind of advertising attractive, it should surely pay to make the handbill and the dodger so.

I know that a little attention and artistic taste make a handbill bring much more business, just as they make any other kind of an advertisement bring more, where there is any chance for so doing. The use of cards to announce an entertainment—cards such as largely take the place of handbills in cities for advising of "coming events" like balls, etc.—has had a marked advertising effect in small towns and villages; and the printer has been able to charge a good deal more for the novelty, and to get the job next time.

I have known a printer to get a good deal of handbill work from a much larger town than his, thirty miles away—work that he did not solicit; in spite of the fact that handbills are usually wanted in a hurry. But art and distinctiveness told when he applied them to handbills just as they do when applied to booklets. You good printers who create booklets and blotters and such things which you send to this publication, thus helping your fellow printers as you are helped, if you have never really let your artistic taste out in composing a handbill or dodger, do so the next time you try one—and send it in for use in a discussion of handbills. Don't be unduly elaborate; simply use your taste. Despise not the handbill or dodger. And remember, such an announcement can be economically and simply composed and be artistic—often far more artistic than one which has taken more time to get together. In handbill construction, the modern idea that he who spendeth most of his time looking for sorts saveth neither money nor time is especially worthy of adoption. As to the number of series, there should be at least enough to avoid any necessity for the wrong-fontishness that has made so many a job of this kind an atrocity. But the very fact that there are so many badly composed handbills will make the contrast strongly felt by the public wherever a printer starts out to get a good reputation for work in this line.

III. PROGRAMS. That there are so many poorly-composed programs in an age when there are so many beautiful ones, shows that a program is not the easy thing some printers consider it to be. A well-printed program is a fine advertisement for a printer. Just listen to some of the remarks made by persons in an audience concerning a program on which the printer has exercised some care and taste, and see how it appeals to them at a time when their minds are receptive to plasant things. If you can have memories of your art stowed away in their brain-cells together with Mendelssohn's Songs without words (I mention this music because I want to show you I know how to spell Mendelssohn) and the smell of roses and other pleasant things, you have accomplished much for the art you love because it is art, and are glad you love because it is your business. And as this does not aim to be a sentimental department, except as it realizes that things worth while are not accomplished by those who have not found their work, let me remind you that if you have the facutly of getting up good programs, and do not get your meed of good money for them, it is because you lack the nerve of the electrician who gets well paid for his lighting effects.

IV. CHURCH WORK. Many a printer in any place where there is a goodly number of churches, should find it profitable to make a specialty of church work, though it would compel him to invest in a few fonts of Missal Text or some other such letter—which any well-equipped job office should have any way, for use in Easter and Christmas work and in many other ways. As to the few ecclesiastical ornaments, it is advisable to have, that is a small matter. And a few cans of red ink are useful for other work as for church work, where they give a "rubric" effect.

There is much bad church printing done; and yet good church printing is greatly appreciated. Such things as church leaflets, the hymns sung at an Easter service, etc., are greatly appreciated by church-goers, and now that people have got the habit through the inspiration of Go-to-Church Sunday there will be a still greater call for them. Many churches that do not at present pay much attention to the matter of such literature may easily be induced to adopt it if something really good in the line is shown.

V. SIMPLE DESIGNS FOR DIFFERENT BUSINESSES.—Reproduction No. 1, for example, is a sul-

No. 1

phur-colored card with a hole at the top. The design gives an instant suggestion, though not a very accurate one, of a fire-alarm box in the city in which it is distributed. It is sufficiently accurate, however; its chief

charm to me is its simplicity, and I feel sure that even its crudeness helps the allurements. For the design, which is a bright red (very likely the red helps, too) is evidently made by means of primitive wood engraving. The grain of the wood (which is not boxwood) is plainly impressed on the impression; and even the jagged edges of the cut do not seem to offend me very much. There is a charm in crudity, sometimes; otherwise such stock as the cover of Elbert Hubbard's Philistine would not be so appreciated by real lovers of art. The impression given by this card may be because there is a certain element of hypnotism connected with the design. If you look at it as it is printed in the red for a minute or two, and then at the white of a wall or ceiling, you may see the box sulphur-colored, and the letters, the border around the name, name, etc., red. At least I can see it thus after a minute's look at the wall; some people cannot; whether their vision is superior or inferior to mine, I do not know. This card is given to householders by Mr. Merrill, who is a fire insurance agent. Now there are numerous such ideas for different trades that printers might suggest. When a hit is made by some such simple production, it is easy to induce the person that puts it out to have some more printing done.

I have no doubt I will get some much cleverer ideas than this along the lines of simple design. I used to do some of these things myself which were probably as good; but just at present I cannot recall any of them that would particularly appeal to the local customer of the printer.

These are naturally not all the things I should like to have to get into working trim on a department on which the pace has been so well set, and which without your aid will be indeed hard to follow. But I mentioned these things particularly, because they will serve as aid for a start. Anything in the line of job or book work will be welcomed, be it good—or bad, as my predecessor has especially requested.

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Such expressions as "tone" applied to printing have been scored by experts in music, who seem however to forget how they use the term "chromatic scale." Now the science of physics, which has been so largely revolutionized of late years, is following on the heels of the poets in beginning to find how very like is what is called "tone" in printing to what is known as tone in music. There is not very much need for the average printer to concern himself very deeply in the differences of opinion of color theorists, who do not agree so well as a musician does with a printer. Some of the very best musicians I know are printers; and so, for that matter, are some of the worst.

Roughly speaking, by tones in printing with black on white, we mean the different shades and tints of gray that are obtained by printing with heavy-faced types as compared with light-faced types, with heavy lines and light lines, with masses and with outlines.

A particularly fine effect of tone may be obtained by using an ink like a slaty-blue, for instance, an ink having about one-tenth the luminosity of white, for work where there is a variety of tone, and where the blackness of the least luminous black would furnish as strong a contrast where such a contrast is in some degree inharmonious. Slaty-black has, of course, a disagreeable dulness. But beautiful effects may be obtained where there is a wealth of white space (and what is known as light and shade is very near the same thing as the English idea of tone in printing) by the use of an ink more luminous than one that is of itself grayish, Double-tone inks, such as the medium green used on a specimen printing in page of El Arte Tipografico, a paper intended for printers in Spanish, gives a wonderful effect in such cases. This periodical is published by the National Paper & Type Company, New York. A reproduction of this page is given as No. 2. It will look well in black, of course; but in the original color the effect is very striking.

Surely such effects as these are particularly well worth the most careful study at a time when the type founders are all making faces, borders, ornaments, with the very idea of giving a pleasing graduation of tone in one printing, and high-class publications are using type, borders, etc., with shade effects that are much more artistic than the striving after a similar effect made by such old faces as the Aquatint, etc. Such type is largely used in newspapers also; but of course it is easy to clog if not taken especially good care of, and some of the effects obtained in newspapers are far from desirable.

R. Cintrón y Cía.

Avenida de San Esteban, No. 35

Exhibición de Trajes

ACABADOS DE IMPORTAR
DE PARIS

Comprende este surtido novísimos modelos de vestidos para la presente temporada. Son confeccionados todos por uno de los más afamados modistos de París. Los hay de calle, de baile, de recepción, de teatro, etc. No sólo es variadísimo el surtido así en estilos como en tamaños, sino que garantizamos la absoluta satisfacción de toda compradora en cuanto á su entallamiento y demás, por tener frente á nuestro departamento de ropa una competente modista. Cualquier reforma que fuere necesaria en un traje se hará gratis y á la mayor brevedad posible.

Muestras de composición para anuncios de periódicos ó revistas. 17

No. 2

But on good stock, with careful printing by a compositor who considers carefully the light and shade on the page as a whole, and the effects of the diffusion of "color," of the various depths of color that different masses convey to the sight, many charming—soothingly, restfully charming—effects may be obtained.

The page shown is the work of a master in long-line short-line composition combined with square effects. There was a time not long ago, when there was a decided break-away among compositors from the long-line short-line style, and the reason for this was that the old compositors were thinking too much of long lines and short lines, and not enough of THE JOB AS A WHOLE. That is where the artist shows! And we can all be artists, if we are not afraid to be shown, and not afraid to think and see for ourselves as well.

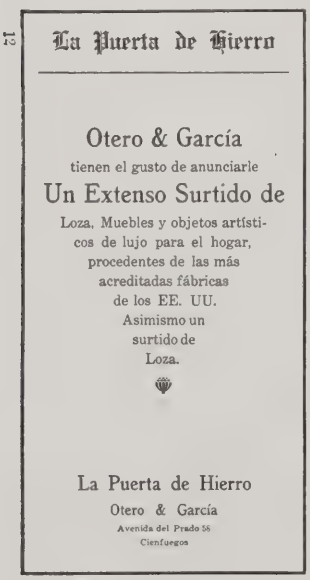
And one thing a compositor should have in mind before he touches the type, and that is an idea of what the job as a whole is going to look like. If he doesn't like it when it is done, he can change it somewhat, but less changes are needed when one starts with a definite idea in mind.

And to plan your design with pencil or pen and ink will often save you time on the whole job. I wouldn't actually insist on this, as some do. Many men who are real artists have their own ways of doing work, the way of one man often being sometimes as good as that of another better—in many cases, because it is his own way. But we must remember that the efficiency expert, the real expert in that new profession, is no dreamer. He has shown us enough to call for strong self-examination in all the work we do. And we surely want to save our time when there is so much work for us to do. We can afford to lose a little of our individuality if it makes us a better individual.

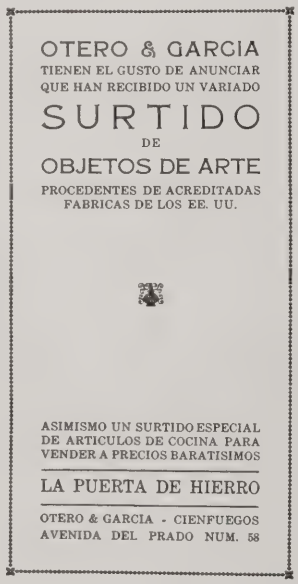
I tell you, what efficiency experts are doing in other lines of work has woke me up to see if I can't do quicker work in some things in which I thought I was a star. And I can! And the work is better, too. And I'm looking for advice from others, too, for I can still teach myself things, what cannot I still iearn from others.

✧ ✧

In the same issue of El Art Tipografico as that from which I took the toneful page, there are four other large pages of specimens of printing. This number is surely of itself a splendid "muestra," or specimen, of the art typographical. Reproductions are given (3a to f) of a number of examples of an advertisement con-

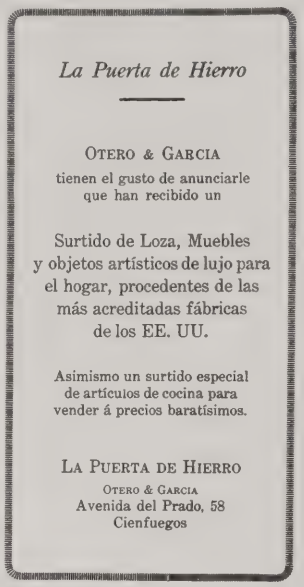

La Puerta de Hierro
Otero & García
tienen el gusto de anunciarle
Un Extenso Surtido de
Loza, Muebles y objetos artísticos de lujo para el hogar, procedentes de las más acreditadas fábricas de los EE. UU. Asimismo un surtido de Loza.
La Puerta de Hierro
Otero & García
Avenida del Prado 58
Cienfuegos

3a

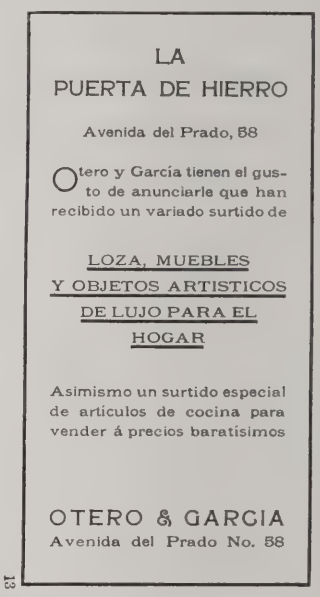

OTERO & GARCIA
TIENEN EL GUSTO DE ANUNCIAR QUE HAN RECIBIDO UN VARIADO
SURTIDO
DE
OBJETOS DE ARTE
PROCEDENTES DE ACREDITADAS FABRICAS DE LOS EE. UU.
ASIMISMO UN SURTIDO ESPECIAL DE ARTICULOS DE COCINA PARA VENDER A PRECIOS BARATISIMOS
LA PUERTA DE HIERRO
OTERO & GARCIA - CIENFUEGOS
AVENIDA DEL PRADO NUM. 58

3b

taining the same wording, or nearly the same, which is differently arranged whether these were all done by the same compositor or not I do not see explained anywhere, but there is such a uniform excellence in the disposition of white space and in tone harmonies as regards the most of them that I am inclined to believe they are largely the work of one designer. Now these are advertisements, though some of the composition is hardly in the style of the modern advertisement most approved in this country. I am speaking now of some of these jobs as advertisements, though we are looking at them chiefly as examples of tone; of light and shade; of the composition artistic. Still, it should be remembered that most of the work done by job printers is


La Puerta de Hierro
OTERO & GARCIA
tienen el gusto de anunciarle que han recibido un
Surtido de Loza, Muebles y objetos artísticos de lujo para el hogar, procedentes de las más acreditadas fábricas de los EE. UU.
Asimismo un surtido especial de artículos de cocina para vender á precios baratísimos.
LA PUERTA DE HIERRO
OTERO & GARCIA
Avenida del Prado, 58
Cienfuegos

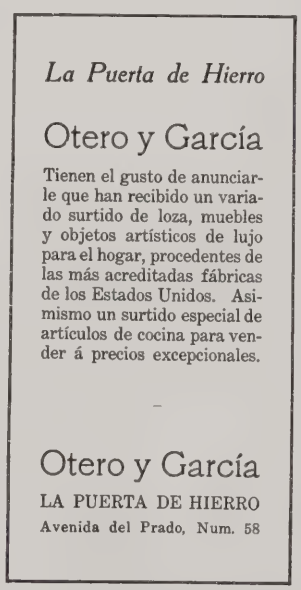
3c


LA
PUERTA DE HIERRO
Avenida del Prado, 58
Otero y García tienen el gusto de anunciarle que han recibido un variado surtido de
LOZA, MUEBLES Y OBJETOS ARTISTICOS DE LUJO PARA EL HOGAR
Asimismo un surtido especial de artículos de cocina para vender á precios baratisimos
OTERO & GARCIA
Avenida del Prado No. 58

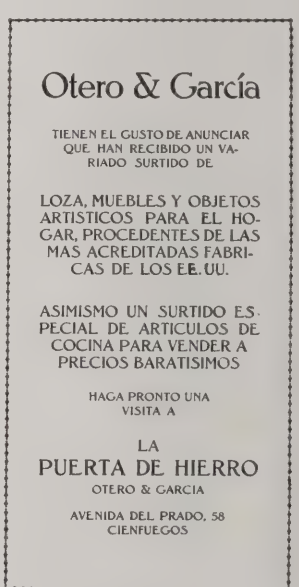
3d

advertising, and the advertising idea should be borne in mind in work done for advertisers; this is only common sense and common justice. All the more honor to an art printer who can be artistic without losing sight of the fact that he is constructing an advertisement. That is the purpose of the work of art; and nothing is art that has not a purpose, that is not useful in some way.

The ad is an advertisement of artistic objects, that


La Puerta de Hierro
Otero y García
Tienen el gusto de anunciarle que han recibido un variado surtido de loza, muebles y objetos artísticos de lujo para el hogar, procedentes de las más acreditadas fábricas de los Estados Unidos. Asimismo un surtido especial de artículos de cocina para vender á precios excepcionales.
Otero y García
LA PUERTA DE HIERRO
Avenida del Prado, Num. 58

3e


Otero & García
TIENEN EL GUSTO DE ANUNCIAR QUE HAN RECIBIDO UN VARIADO SURTIDO DE
LOZA, MUEBLES Y OBJETOS ARTISTICOS PARA EL HOGAR, PROCEDENTES DE LAS MAS ACREDITADAS FABRICAS DE LOS EE. UU.
ASIMISMO UN SURTIDO ESPECIAL DE ARTICULOS DE COCINA PARA VENDER A PRECIOS BARATISIMOS
HAGA PRONTO UNA VISITA A
LA
PUERTA DE HIERRO
OTERO & GARCIA
AVENIDA DEL PRADO, 58
CIENFUEGOS

3f

will appeal to artistic people; so more latitude can be given the designer to subordinate the strictly commercial purpose of the ads to the introductory purpose of charming, even as the artistic objects will charm.

The advertising effect is, however, much better in some of the specimens than in the others. It is hardly

good advertising display to have the only descriptive display-line read, "An Extensive Assortment of." Of course in this case a specific peg-top effect was desired, and it is possible that the readers in the different Spanish-speaking countries are more easily impressed by the word "extenso" than we are by our word "extensive" as applied to assortment. But display of itself has considerable TONE, too; it is a modulation of the type-talk, and it is hardly art to have a strong-toned line end abruptly with the word "of," and then speak of the things this word qualifies in what is comparatively a whisper.

In No. 3b the wording has been changed considerably, and more overwhelming display is given to a word meaning "assortment" than would seem necessary in English composition. And there is certainly a false note in the tone, in the jarring tone, of a line like this with space between the letters; as contrasted with the other lines of the same type. This is the one tone discord in a series of ads that are fine examples of tone and the disposition of white space; in this every one of the thin letters is squealing at once.

The display in 3d makes the kind of goods to be sold especially prominent, and is from a purely advertising view-point much the best ad of the lot. There is considerable art about it, also.

As a general thing I do not care for a dash in the center of a mass of white space as in 3e. It looks too much, for one thing, like "something sticking up." I might suggest a period, an inverted period, and a period, or an inverted period, a period, and an inverted period. These devices I rather looked on as "kiddish," having made them as a very small devil, but they seem to have been used by some of the most artistic of the early typographers, and are now employed in fine work by some of the masters of today. The effect desired in this advertisement was evidently not to be obtained through a heavy ornament, at any rate.

Now these designs are well worthy of careful study by typographers, whether they mean to set ads just like them or not. The spirit in which the examples were concerned should be an aid in suggesting title-page designs, for instance, in which so much depends on tone and of the arrangement of the type with consideration of white space so that there is harmony which rests the eye whilst it rouses the interest.

A very successful advertiser in the United States uses capital letters throughout in all advertisements, despite the possibility that lower-case is more easily read, because we are more used to reading it. That advertiser's ads, as to general appearance, are in my mind's eye as I pen these words with a keelivine-pen (Scotch for black lead-pencil) I can just SEE that ad—but whose is it? I cannot remember—there's a problem for the author of "The Psychology of Advertising." In our early childhood, that very impressionable age, some of us learnt to read by big-lettered words first—from signs, etc. But the modern scientists seem to think lower-case and upper-case equally easy to read, judging from recent "pi" psychologists are using, asking readers of their dope to pick out the "a"s in it, which, if they cannot do so in a very limited period of time, will prove they are not normal. I'd like to see the psychologists do it; I feel sure no printers could—not even those who have had training in picking up a whole form of pi in the days before the Linotype was invented. There is still a good deal of nonsense masquerading under the name of science.

In two of the advertisements shown there is a striking example of the use of capitals throughout—1b and 1f. Now there is considerable of a noise some would think, about the two masses beginning with the word "Loza" and the word "Asimismo." But it is not discordant. It demands one of the glad voices of the crowd of gay senoritas, glad with the holiday spirit, and looking for pretty things of art; and the 6-point has the tone of the serious but pleased duénnas who accompany them.

A little too poetic, perhaps? Ah, you'll have to be a durned sight more poetic than that if you're going to learn to set type in Spanish—or design anything worth while in English, either. That is, if you have not learned already.

It is not necessary to be born a poet—or an artist. I believe God meant us all to be both, in the fuller age that is on the way, and that some day all printers will develop their artistic and poetic sense to such a degree that there will be no inartistic printing, for no one will stand for it, and least of all the printer himself. Surely, we get enough suggestion as to tone, for example, from all outdoors! And now to get away from the sublime, which I am not yet enough of a poet or artist to talk about with the fullest sympathy, let us strive to effect grand results by simple means. If we get this habit, we will be better printers. If the compositor used all the colors in the spectrum on that job, he would have spoiled it; I think Nature is as yet the only artist that could use all the colors to get a really good effect, and she does not have to be so careful about the expense as we who cannot yet "work for the joy of the working" alone. And you will note that Nature relies on simplicity for some of her finest jobs.

If we can save time and money on work by doing it extraordinarily well, we are blest indeed, are we not?

And I believe that suggestions you good printers make with this idea in mind—to get all one can out of one's business by the very saving of time and money and type in such a way that one can give better service, can do better work—will help you and your fellow-contributors to the department to a great extent. It won't hurt you to give your fellow-printer in a far-off field a good idea. And he will be better served by that idea if he doesn't use it until he uses his own mind to see if he cannot give it a little touch of his own individuality.

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Please send me anything that you think can be profitably discussed in this department. And let us hear from any of you who think you think thinkable thinks of your own. I am sure you have some practical ideas as well as those that are poetic and theoretical, and sometimes—in a few rare instances, at any rate—none the less practical for that. There are none of us who are not practical enough to appreciate the Rhino more than the Rhine. But Alfred Noyes says he is making even poetry pay.

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The man who is always ready to play the part of fly to the fake advertiser's spider is not devoid of a caution that makes him wary of advertisers he can safely trust.

BUSINESS MANAGEMENT

ED. E. SHEASGREEN, *Editor*, 1603 MONADNOCK BLOCK, CHICAGO, ILL.

"HAMMERS"

THE man of God stepped down from the pupit and before the little ones of his flock. It was time for his sermonette for the children, but which all the "grown ups" liked as well as the small.

"My word is like a hammer that breaketh the rock to pieces, Jeremiah 23-29," he read. Reaching into the folds of his coat he brought forth a carpenter's hammer and held it up that all might see. He told us that the hammer was the most ancient of implements and that it was used away back in the stone age. Sometimes the hammer had been used in warfare. As the race progressed the hammer had never been discarded, but had become an implement of use for all mechanics. There is the carpenter's hammer, and one used by the machinist. And there is the tack hammer, the jeweler's hammer, the dentist's hammer, the great sledge hammer, and even the massive pile driver and forge hammers, each one for its own use, with its own size and shaped handle, but HAMMERS all of them. The miners and geologists use hammers to "break the rock to pieces," so that the precious hidden things may be found and given to man for his use. The hammer is an instrument of destruction. We see it put to this use every day when the carpenter tears down the building, or the machinist pounds apart the machine—taking from each other the things that had helped to make up a whole. It is like the Word of God that "breaketh the rock to pieces," so that GOOD may come from it. For just as the carpenter TEARS DOWN, he is planning on how he can BUILD UP the new building that will be better in every way, safer, larger, more beautiful. And so we see that the hammer is also an INSTRUMENT OF CONSTRUCTION. What a joy it is to build something! How we watch the building of the machine, of the wagon, of the chicken coop, the barn, the house! And in all the building operations we use the hammer. It is one of the chief instruments of construction. The hammer is used to build the bad place as well as the good. But let us be different and use the hammer only to build the good. Let us not build to make wrecks of men, but to make better men. It is easier to destroy than to build up, just as it is easier to FLOAT DOWN stream than to SWIM UP stream. Let us pattern after the Great Master Builder! On the ordinary carpenter hammer is a claw designed to pull things apart and the nails from the boards. Now this is a useful device and can be used to great advantage. But one thing that this claw device can not pull out is the NAIL HOLES! No, it can not pull out the nail holes. Hammers can not cover up the scars made in the wood by the nails. A father was greatly grieved because his son persisted in evil ways. Finally a hammer, some nails and a board were given to the boy and he was told to drive the board full of nails. The chap greatly enjoyed this, and after he had finished the father directed him to pull them out again. This somewhat puzzled the boy, but he did as he was bidden. After this was done the father said, "Now, son, pull out the nail holes." "I can not do that," said the boy. "No, nor can you ever pull out the marks of the sins you are committing every day." Yes, those marks remain to the final day. The prodigal son was forgiven, but the squandered inheritance never came back. That was one of the nail holes that could not be pulled out.

How we wanted to hear that man of God compare the hammer as an instrument, that, in the shape of a COST SYSTEM, can be used to pull an old, unprofitable, poorly conducted, business apart, piece from piece figure from figure, until every one of the many faults and weak spots in the business have been located.

And then with what pleasure, what exactness, with what fairness and honesty to the employer, his employees and his customers, can the business again be put together, rebuilt, in a way to meet all demands. And all that would remain of the bad would be the mark of a

squandered capital, squandered because the man knew no better.

Yes, men, use the cost system hammer on your business.

Omaha, Again

News comes from the "front" that the Omaha printers had a glorious time at their recent celebration of Ben Franklin's birthday. Many employers and employees—think of it—EMPLOYEES—gathered together for a happy time. A great program was lived up to from "eats" to "toasts," so the report says. Clarence E. Corey was toastmaster, being introduced to the guests by Mrs. Paul Getzschmann. In turn I. W. Carpenter, Samuel Rees, Sr., Laurie J. Quinby (he must be French) Harry Tostevin and F. A. Kennedy (another Frenchman, Ye bet).

It is reported that Frank Kennedy got his humor working fit to kill, and compared this last banquet with the first one the Ben Franklinites of Omaha ever held. He said that the distance from that first "peanut" banquet to the present kind, of two dollars a plate, and with employees present, was indeed a far cry, and a something many could not understand.

He blames the Cost System for such a happy state of affairs. And he was rather outspoken about it, too.

The cost system IS being blamed for many things these days, and after all, what's the use of trying to do business without it?

Wake up, ye drowsy ones, wake up, whether employer or employee, whether you live in the "Omaha Spirit," or in the Dumps of Poverty wake up and put your business in order so that YOU, TOO, can enjoy two dollar feeds!

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"WE"

A new publication comes to our desk, it is called "WE." It is to cover a field heretofore left open—but let its editor tell his own story:

With this issue The Commercial Reporter adds "WE" to its name.

This is done with a view of covering a wider field and with the hope that we may be able in some small degree at least to help on its way the growing sentiment and practice of employers and employes getting closer to each other.

There is a field for a publication which will endeavor, at all times, to foster and promote mutual interest and co-operation between employer and employe, and we will use our best endeavors to occupy that field.

It shall be the mission and pleasure of "WE" to preach constantly and consistently, the doctrine of the mutuality of interest between every person connected with any other person in the relation of employer and employe.

"WE" will not be a labor organ; neither will it be an employer's organ.

"WE" will take no part in politics.

"WE" will have nothing to say on religion.

"WE" will confine itself strictly to the business in hand—the elimination of the "YOU" and "I" in business, and the substitution of the spirit of "WE"—each for the other and all of us for the business we are engaged in.

"We" cordially invite your co-operation, and pledge you in return strict adherence to the principles which it advocates, and at all times and above all things strict uprightness in all its dealings.

A most commendable spirit to show on the part of this man, B. S. Elrod, and one which we believe in to the limit. Here is wishing success to this newest idea in journalism.

"WE" is published every week in Omaha, Nebraska.

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THE FOUNDATION PRINCIPLES IN SALESMANSHIP, BUSINESS AND COST-FINDING

Chicago Photo-Engravers' Meet and Discuss Problems Equally Important to Engravers, Publishers and Printers.

The Photo-Engravers Club of Chicago has taken a broad view of the business situation in general and of the engraving business in particular. Its members are progressive men who, for two decades or more, have been consulting and working together for better conditions, and have come to the conclusion that many of the ills which beset them, such as unfair competition due to ignorance of costs, low prices, bad accounts, etc., are traceable directly to lack of training on the part of many salesmen. It stands to reason that the salesman in order to dispose of his wares, must have a full and accurate knowledge of them. To sell a thing at a profit means that the seller should at least know the cost of production. This knowledge deemed most important by business men, is frequently lacking altogether on the part of Manufacturing Photo-Engravers, nor will it ever become general unless the individual manufacturers install a cost system of some kind which enable them to tell at least the average cost of production for the things they manufacture.

The salesman working for an institution, the head of which is not familiar with his cost of production, cannot be expected to know more than the man who employs him. Such men can sell goods only upon one basis, the basis of price. Their employers instruct them to go out and get business. By that they mean—bring in orders. Of course, they want as good a price for their work as they can get, but they never know how much they can get because they don't know enough to ask for it. It isn't to be supposed for one minute, that a salesman can go out in a competitive market and ask a high price for his goods and get it without a murmur, especially if the buyer has bought the same goods before from other people, or if other salesmen in the same line visit him and offer the goods at lower prices, but whatever is worth doing at all, is worth doing well, and he is a poor salesman indeed who cannot support his arguments for good prices, with logic and reason.

Figure salesmanship up and down any way you want to, call it scientific, say that a salesman must be born or say that they can be made, the fact of the matter is, that first of all, the salesman must have the goods to sell, he must know his line and he must be able to present it properly. Knowing his business means knowing it from the ground up and that of course, includes the exact cost of production.

In the line with the foregoing reasoning, the Photo-Engravers Club of Chicago has held a number of meetings in the past, to which have been invited the Manufacturing Photo-Engravers and their salespeople. The last of these meetings took place January 30th, at the Great Northern Hotel, and was attended by about one hundred and twenty-five persons. A rather unique "Dutch Lunch" was served and partaken of by all to their great enjoyment. After the preliminaries were disposed of, the speaking part of the program was entered upon.

The first speaker was Mr. Ed. Sheasgreen, the head of the Standard Cost Finding Service Co., Chicago. Mr. Sheasgreen is well known in the printing and other industries, due to his high standing as a cost expert and accountant. He has had a wide and varied experience in his line and is one of the most competent men in it. Mr. Sheasgreen gave a very interesting "Chalk Talk" on business principles. He illustrated his remarks with sketches and figures, which aided greatly in augmenting his statements. He showed conclusively, that business and cost accounting is founded upon a natural law and he stated amongst other things, that there were five cardinal principles involved in the transaction of business, enumerated as follows: Balance, Decomposition, Increase, Distribution and Co-operation. Mr. Sheasgreen's remarks were of the kind that reach home; they were not full of technical or mathematical lore, nor were they of a nature to be beyond the understanding of even the youngest person in his audience. He has the faculty of talking to his audience in a way that makes them feel at ease, and he was listened to with rapt attention. Any organization or business institution, desirous of having its members listen to an excellent lecture on business, can do no better than to invite Mr. Sheasgreen. His talk was a genuine pleasure and a treat.

Mr. Geo. J. Geselschap of St. Louis, a man of wide experience as Artist, Manufacturing Photo-Engraver and Advertising man, gave a highly interesting talk on business conditions. Mr. Geselschap, through his wide and varied experience, was in an excellent position to speak knowingly on the topic as it affects Photo-Engravers. Having bought and sold photo-engravings, he is unusually well equipped to speak on both sides of the question and he made it very plain to his audience, that the price question could only be settled by the men who sold the goods and naturally by those who employ them. He stated that no one objected to paying the right price for any article. What the consumer did object to was, the fact that one man can buy a certain thing at a certain price and his competitors buy the same thing for a lower price. Thus it can be readily seen that unfair competition in one line greatly affects competition in every line with which it comes into contact. The public, according to Mr. Geselschap, wants goods of standard value and is willing to pay a standard price for them. They object to different rates for the same servce.

THE EXCHANGE OF ADVERTISING FOR INTERSTATE TRANSPORTATION

Dear Sir and Brother:

A bill has been introduced in the House at Washington by Mr. Adair, of Indiana, to provide that publishers may make advertising contracts with railroads and receive payment in transportation, of course, for interstate travel. This bill has been referred to the Committee on Interstate and Foreign Commerce. Bills have also been introduced by Mr. Hayes, of California, and by Judge Adamson, Chairman of the Committee, named. Judge Adamson's bill differs from the others in that it provides that the railroads shall publish their schedules in at least one newspaper in each county.

What I should like to know is, will you join in a vigorous and determined fight for one of these bills? Of course, we would all like to see Judge Adamson's bill passed, but I fear if we insist on that we may be unable to get any legislation through embodying the main thing sought, namely: The simple right to contract with railroads for transportation to be paid for in advertising.

I believe if we make a united effort we can have one of these bills enacted into law. There is absolutely no reason why such a law should not be passed, and it will be if the newspaper people will get right behind it. Will you not, WITHOUT DELAY, write a letter to your Congressman and each of your Senators, urging them to give this matter their support? I would suggest that you write to Judge Adamson. "The Lord helps them who helps themselves."

The following are members of the committee to which these bills have been referred:

William C. Adamson, of Georgia; Thetus W. Sims, of Tennessee; J. Harry Covington, of Maryland; William A. Cullop, of Indiana; Frank Doremus, of Michigan; J. Henry Goeke of Ohio; George F. O'Shaunessy of Rhode Island; Charles A. Talcott, of New York; Dan V. Stevens, of Nebraska; Raymond B. Stevens, of New Hampshire; Allen W. Barkley, of Kentucky; Sam Rayburn, of Texas; Andrew J. Montague, of Virginia; Frederick C. Stevens, of Minnesota; John J. Esch, of Wisconsin; Joseph R. Knowland of California; Edward L. Hamilton, of Michigan; Eben W. Martin, of South Dakota; Frank B. Willis, of Ohio; A. Walter Lafferty, of Oregon.

I would suggest that every newspaper man in the States mentioned write to the committeeman from his State and urge the passage of one of the bills. As the law now stands, as you know, in taking an interstate journey you cannot use your intrastate transportation even for that part of the journey within the State. I do not believe that such a construction of the law was ever intended by those who framed it.

I confidently believe that if the newspaper publishers and editors will at once take up this matter vigorously and determinedly they can secure the passage of the law. Will you not help and help now?

I am taking this matter up with the officers of every Press Association in the United States. Would it not be well for us to arrange a date with Judge Adamson's Committee, at which time duly appointed delegates from each State or Association may be heard? Kindly let me know what you think about this.

Fraternally yours,

J. B. SHERRILL,

Secretary North Carolina Press Association.

Concord, North Carolina, February 9, 1914.

OF INTEREST TO THE TRADE

President Charles C. Moore of the Panama Pacific International Exposition Announces Early Completion of Exhibit Palaces Ready for Installation of Exhibits by July 1st—Exhibit Space Free; Facts as to Consignment of Exhibits.

Intending exhibitors at the Panama-Exposition will be much interested in the announcement made February 20, by President Charles C. Moore that the installation of exhibits may begin as early as July 1 of this year. This will enable the exhibitors to devote nine months to the preparation of their displays and will eliminate the annoyance and expense caused by the necessity of haste in preparation and installation.

The exposition is making no charge for space to exhibitors. Every effort is being made to assist the exhibitor and to reduce the expense incidental to exhibition. Arrangements have been made whereby manufacturers who need send less than carload lots may combine with other exhibitors through an accredited exposition agent and obtain the carload lot freight rate. The exhibit may be sent to a representative of the exposition at one of three central branch stations at St. Louis, New York and Chicago. The agent will assemble exhibits to obtain the carload rate and consign directly to the exposition.

A railroad has been constructed upon the exposition grounds and will pass through all of the exhibit palaces. Every facility will thus be given exhibitors in unloading and reloading exhibits. When desired exhibitors may combine so that but one attendant will be required for several exhibits.

President Moore announces: "All construction work is fully up to schedule, and this schedule calls for the completion of the Exhibit Palaces by July 1st, 1914. The great Machinery Palace is practically completed now, several more will be finished in April or May and will be ready for the installation of exhibits by July 1st.

"Very active work has begun in the Concessions District on the many beautiful and elaborate structures to be erected by concessionaires to house their attractions. All these men are under rigid contract and bond to have their projects in complete working order on the opening day.

"Plans for the numerous State Buildings and for the Pavilions of foreign nations are now being submitted and approved in rapid frequency.

"There will be approximately 50,000 exhibits from all parts of the world installed in the main exhibit palaces. Extraordinary care is taken to give exhibitors facilities for the rapid handling of their goods, and there is no reason why all the exhibits should not be completely arranged weeks before the gates are opened.

"These exhibits will make a representation of human achievement in the arts, sciences and industries, never surpassed, or ever equaled.

Out of 7,000 applications for concessions, those that have been given space are on the highest plane as regards novelty, interest and attraction.

"Two hundred and twelve national and international congresses have already voted to meet in San Francisco during 1915, and it is probable that the number of organized bodies which will assemble in 1915 in San Francisco will be fully 500.

"The plans for a great naval pageant are progressing well, and few if any, nations possessing navies will be unrepresented in the great fleet which will assemble at Hampton Roads, sail through the Panama Canal and through the Golden Gate to take part in the opening exercises.

"Detachments from the armies of many nations will gather in the Exposition grounds during 1915 and in friendly rivalry will illustrate their proficiency.

"The vast preliminary work of creating a great Universal Exposition is complete. The great responsibility confided by the Government of the United States to the people of California is being successfully executed.

"The people of America may rest assured that their pride and patriotism will find expression in a celebration that in its high educational value, in its ethical influence and in its splendor will worthily celebrate the supreme triumph of mankind in the Panama Canal."

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KANSAS NEWSPAPER CONFERENCE AT LAWRENCE, KANSAS

Course of study, including Lectures and Discussions:

Printing Costs

The actual operation in cost-finding will be made during the lectures and sufficient blanks and forms will be furnished by the Department of Journalism to enable any editor to start the system in his own office, the Department standing ready to assist in checking up blanks, etc., by correspondence and if necessary by personal visit.

Monday, May 11—8-9 o'clock

Principles underlying all costs systems. Application to printing business. Objects: To determine profitable selling price, to reduce costs, to locate leaks, to get efficiency, to compare estimates with actual costs. First step: Recording (1) time of department operations, and (2) stock.

Tuesday, May 12—8-9 o'clock

Second step: Transfers to individual job record. Third step: Record of productive and non-productive time, and summary of department labor expense. Adapting system to small offices.

Wednesday, May 13—8-9 o'clock.

Fourth step: Distribution of overhead expense among departments. Final Step: Ascertaining hour cost and application in determining prices on individual jobs.

Thursday, May 14—8-9 o'clock

General dscussion of questions submitted. The competitor without a system. The cost of keeping costs. The cost sheet as a selling force. Strengthening the printer's credit.

ADVERTISING

Note:—The application of class-room principles and work to the special problem of the individual will be made by conference each day from 1-2, and 5-6.

Monday, May 11—9-10 o'clock

Selling Newspaper Space. The editor not a solicitor. White space a commodity, with definite value. Direct returns and good will. An investment not an expense. Examples from national and rural fields. Presenting exceptional values of advertising medium. Making a regular buyer of space out of an occasional advertiser. The psychology of salesmanship.

Tuesday, May 12—9-10 o'clock

Things the editor must tell the merchant about the science of advertising. Preparation of copy. Must believe in own copy as he believes in mail-order copy. Other things than goods to offer—service, policy. Making the advertisement talk to the customer. Seasonable campaigns. Correlating other selling forces (window and-counter displays, etc.) with advertising.

Wednesday, May 13—9-10 o'clock

Advertising that draws trade—why? Copy that compels attention. Creating desire through appeal to emotion and instinct. Establishing confidence! the lying ad. Obeying the impulse. Examples of good and bad copy. Working out an individual problem.

Thursday, May 14—9-10 o'clock

Things the country editor ought to know about merchandising. How to move seasonable goods. Seeing new markets. Studying the front side of the counter.

NEWS

Monday, May 11—10-11 o'clock

System in news-gathering. Efficiency methods. Adding unpaid reporters to the staff. Classifying news sources. The country correspondent, as news-gatherer and business-getter. Utilizing high school English classes on community features.

Tuesday, May 12—10-11 o'clock

Writing and displaying the news. Grading news value by position, heads, and proportion. Making pages attractive. Head writing. Getting variety into the news form. The interview overlooked.

Wednesday, May 13—10-11 o'clock

The human element in local news. Dragging in names. Recognizing the value of the commonplace. Human interest stories on the way to the office. Glimpses of town's history and personages. Developing the village humorist, and using him on the staff.

Thursday, May 14—10-11 o'clock

Community service. How can a paper afford to be a leader in civic improvements? Ways by which a paper can increase its power as an agent of social service. The editor as the unofficial town manager.

NEWSPAPER COSTS, ACCOUNTING, AND TYPOGRAPHY

Monday, May 11—11-12 o'clock

Cost of white space. Mechanical cost of producing newspapers. Salaries in the front office. Overhead expense. Determining the cost of the sold inch. Cost facts as to their bearing on the adoption of a flat rate or a sliding scale rate of advertising. Cost of composition in advertising and the question of discounts for reinsertions or plates.

Tuesday, May 12, 11-12 o'clock

Circulation problems. Expense of the year's issues and the subscription rate. Cost of new subscribers. Clubs, contests, bargain weeks, Subscription records. Amount earned and amount outstanding.

Wednesday, May 13—11-12 o'clock

Simplified newspaper accounting. Subscription report. Advertising report. Mechanical cost, salaries, and overhead expense report. The day-book-journal-ledger.

Thursday, May 14—11-12 o'clock

Typography. An attractive front page—the newspaper show-windows. Make-up. Typography of advertisements.

NATIONAL NEWSPAPER CONFERENCE

Monday, May 11—2-5 o'clok

Discussion: How can the country editor help in the merchant's contest with the mail-order concern and the parcel-post? How can the country papers get national advertising? Is the municipal newspaper a failure? Would an endowed newspaper in time, as in the case of the endowed university, win public confidence?

Tuesday, May 12, 2-5 o'clock

Discussion: Is the influence of the press a myth? To what extent does the metropolitan paper dominate business enterprises of a community? Should a newspaper publish reports of crime? How does the annual expenditure of a billion dollars in advertising affect the cost of living?

Wednesday, May 13—2-5 o'clock

Discussion: Is the newspaper a private business or a public utility? When is a newspaper justified in suppressing the truth? Can the newspaper man, under present conditions, hope to attain professional standing? Is the adoption of a code of ethics advisable and feasible? Is the proposed legislation to license newspaper men desirable or practical?

Thursday, May 14—2-5 o'clock

Discussion: Is there need of a commission to secure uniformity in libel laws? What legal restrictions should be made to regulate and improve advertising? Should the publisher, by law, be responsible for the advertisements he carries? Should the postoffice regulations requiring sworn statement of circulation and ownership be extended? Should government agents verify circulation statements?

GENERAL LECTURES

Monday, May 11—8 P. M.

Address by an editor of national reputation, to be followed by an informal "get acquainted" hour.

Tuesday, May 12—8 P. M.

Address by a man in public life who will discuss the newspaper from the point of view of the layman.

Wednesday, May 13—8 P. M.

Address by a humorist of national standing on "Newspapers I Have Met."

"It seems that the newspapers, after teaching the people to regulate everything on earth, are in a fair way to be regulated next. Such a conference will do much to clear the atmosphere and, if necessary, steps can be taken to propose the legislation. It would be better to have the regulation done by friends."

The members of the executive committee who attended the Topeka session that endorsed the meeting at Lawrence and Manhattan are Asa Converse, Wellsville; C. Haughawont, Onaga; H. J. Powell, Cherryvale; Jess Napier, Newton; A. R. Hansmann, Lyons; H. E. Bruce, Marquette; Moses Porter, Hoyt; Mack Cretcher, Sedgwick; W. E. Miller, St. Marys, and Charles S. Finch, president, Lawrence.

PITTSBURGH HONORS FRANKLIN

A Benjamin Franklin banquet was held in the English Room of the Fort Pitt Hotel, Pittsburgh, Saturday night, January 17th, as the twenty-third annual celebration of the Typothetæ of Pittsburgh. Printers from Pittsburgh and from a territory included by a 100-mile radius were present to the number of nearly two hundred.

The banquet hall was specially decorated for the occasion. Music was furnished by an orchestra and the guests were also entertained with vocal solos and quartette numbers. W. B. McFall was toastmaster. During the evening he introduced the following speakers: Erasmus Wilson, Pittsburgh; Charles F. McElroy, Chicago; M. H. Gottschall, Pittsburgh; Professor Harry L. Gage, Pittsburgh. Professor Gage's address was an explanation of the new work being done at the Carnegie School of Technology, where he is in charge of the School of Printing, a newly added feature of the instruction given there. The money necessary to carry on this work is in hand and it is proposed to make of the school one of the most complete in the country. The other speeches were appropriate to the birthday anniversary of Benjamin Franklin, printer.

REVIEW OF JOB PRINTING

Address All Communications to E. S. HANSON, 538 S. Dearborn Street, Chicago

BRETHREN, we are in a big and important industry. I have before me the report of the Thirteenth Census of the United States relating to the printing and publishing business. According to this report there are 31,445 printing establishments of all kinds in the United States, in which 388,466 persons are engaged; of this number 30,424 are proprietors and firm members, 99,608 are salaried employees, and 258,434 are wage earners. The capital invested in the business runs up to a total of $588,345,708. The annual expenses are over $619,000,000, and the value of the products nearly 738,000,000. These are figures which it is difficult to comprehend, but all of us will realize at least that they are big. These do not include engraving establishments, binderies, etc., the figures on which run up to another large total.

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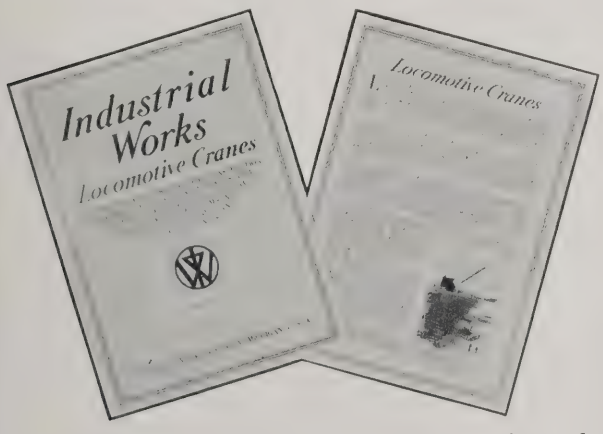
One of the handsomest books of the month is a catalogue for the Industrial Works, Bay City, Mich., the book being the product of the Cargill Company at Grand Rapids. It is in 9 x 12 size, printed on heavy plate paper, and



with a handsome cover of brown antique laid stock printed in dark brown and gold. The printing throughout is in three colors, the plates and text being in black, with a double rule border of olive green, just inside of which is a very light rule in sienna brown. This latter is also used for the main lines and trademark on the title page, a reproduction of which is here shown. I am also showing one of the text pages, as they are unusually well designed.

✧ ✧

I have from the Linotype Company an extensive announcement of the prize competition which is now on. Probably not many of the readers of this department are particularly interested in this class of competition; but the announcement has reminded me that this department ought to have before long another competition of its own. It has been some time since our readers were asked to put up their artistic ability one against another for the pure love of artistic triumph, not to mention the more or less valuable rewards which may be offered. In my opinion one of the most successful competitions was one in which a bona fide piece of copy was submitted, and in which the successful contestant received an order for 5,000 letterheads at a substantial figure. Possibly I can induce some one to enter the game with us on similar terms again. If any one has an idea as to the kind of competition we ought to start, I shall be glad to go into the matter carefully, and map out a schedule. I know that if all the printers who have submitted acceptable work to this department during the past year, were to enter such a contest, it would be one of the best that ever happened. Let us begin to think about it and plan for it. A contest in which only a few men take part is but a half success at most. If we go into this thing, I want to allow time enough, and I trust I can furnish inspiration enough, to get practically every man into the game. Let me have your ideas before the next issue goes to press.

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I believe that Barnhart Brothers and Spindler are adding much to the benefit of the craft by the publication of the little journal called Printcraft, which was recently started. The issue which I have before me is the January number, and is No. 2 of Volume I. It is handsomely displayed throughout with Adstyle shaded and Chester title, both of them most

serviceable shaded letters. A border which harmonizes with these is used throughout in several sizes, and the body type is eight point Author's Roman.

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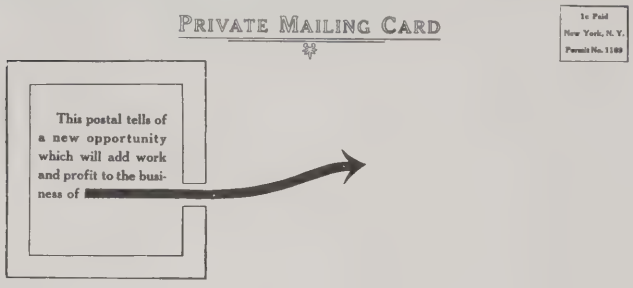
This mailing card is reproduced merely to show how an arrow will emphasize the directness of a personal message. This is sent out by the John Thompson Press Company of New


PRIVATE MAILING CARD
1c Paid
New York, N.Y.
Permit No. 1189
This postal tells of a new opportunity which will add work and profit to the business of

York. It would be a very careless person indeed who would not look at the other side of the card, after having his attention directed to the message in this way.

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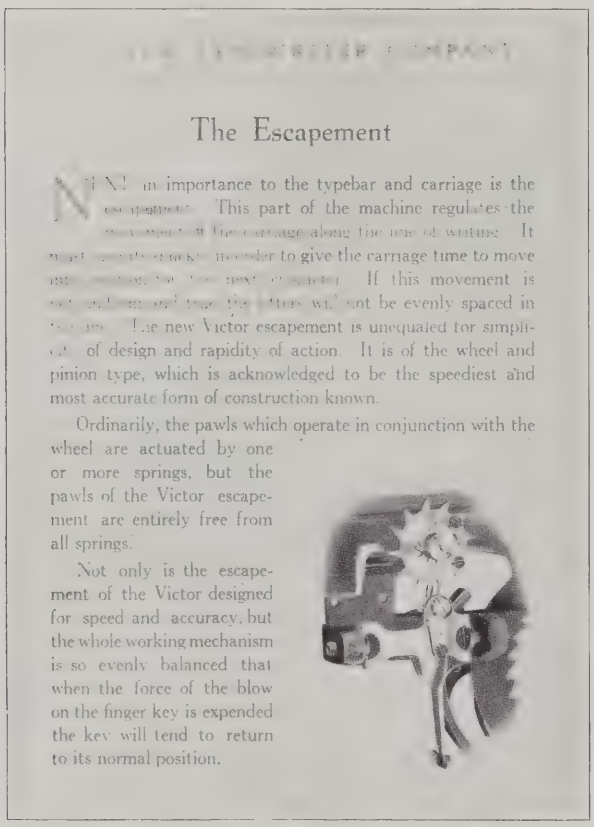
The Mugford Printing and Engraving Company of New York is responsible for a most excellent catalogue in two colors for the Victor



The Escapement

Next in importance to the typebar and carriage is the escapement. This part of the machine regulates the movement of the carriage along the line of writing. It must operate quickly in order to give the carriage time to move from one letter to the next in order. If this movement is irregular, the letters will not be evenly spaced in the line. The new Victor escapement is unequaled for simplicity of design and rapidity of action. It is of the wheel and pinion type, which is acknowledged to be the speediest and most accurate form of construction known.

Ordinarily, the pawls which operate in conjunction with the wheel are actuated by one or more springs, but the pawls of the Victor escapement are entirely free from all springs.

Not only is the escapement of the Victor designed for speed and accuracy, but the whole working mechanism is so evenly balanced that when the force of the blow on the finger key is expended the key will tend to return to its normal position.

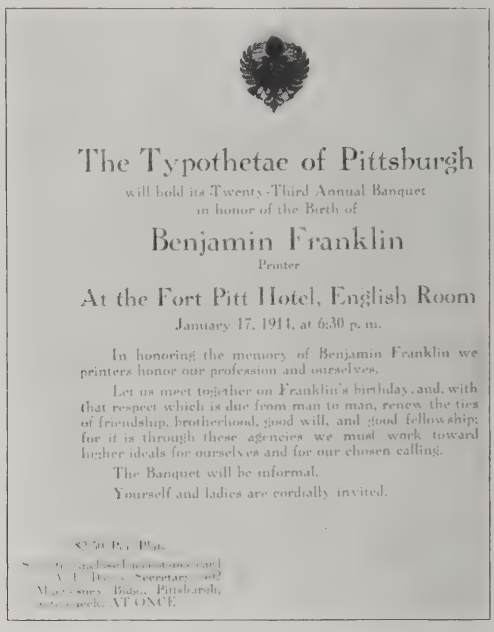
Typewriter Cmpany. In this catalogue, the size of the cuts and the amount of matter have been so regulated, that for the most part, each piece of copy occupies just a page. One of these pages is here shown. The running head, the initial and the outside rule are in red, the rest of the page in black. On several of the pages the red is also used to bring out special features in the illustrations. The use of the lithotint rule is an excellent feature of the page.

✧ ✧

One booklet which has come to me, though otherwise very satisfactory, is entirely spoiled by careless register in the folding. It is annoying to one who is at all particular to see some of the type pages running almost off the edge at the top and others at the bottom.

✧ ✧

An unusually attractive piece of work is this invitation to a Benjamin Franklin dinner given by the Typothetae of Pittsburg. It stands out



The Typothetae of Pittsburgh

will hold its Twenty-Third Annual Banquet
in honor of the Birth of

Benjamin Franklin

Printer

At the Fort Pitt Hotel, English Room

January 17, 1914, at 6:30 p. m.

In honoring the memory of Benjamin Franklin we printers honor our profession and ourselves.

Let us meet together on Franklin's birthday, and, with that respect which is due from man to man, renew the ties of friendship, brotherhood, good will, and good fellowship; for it is through these agencies we must work toward higher ideals for ourselves and for our chosen calling.

The Banquet will be informal.

Yourself and ladies are cordially invited.

$2.50 Per Plate

Secretary

Masonic Bldg., Pittsburgh,

Check AT ONCE

so strongly on the paper as almost to resemble copper plate work, aside from the general excellence of its composition.

✧ ✧

The most noticeable feature of a new catalogue sent out by the Miller Saw Trimmer Company of Pittsburgh, and printed by the Loring Lane Printing Company, Battle Creek, Mich., is the excellent manner in which the halftones have been made. The photographs were very evidently turned over to an expert retoucher, and the engraver also has done his very best. The running head in red is an attractive feature also, the extra color being also utilized to designate by number the various parts of the machines in illustrations.

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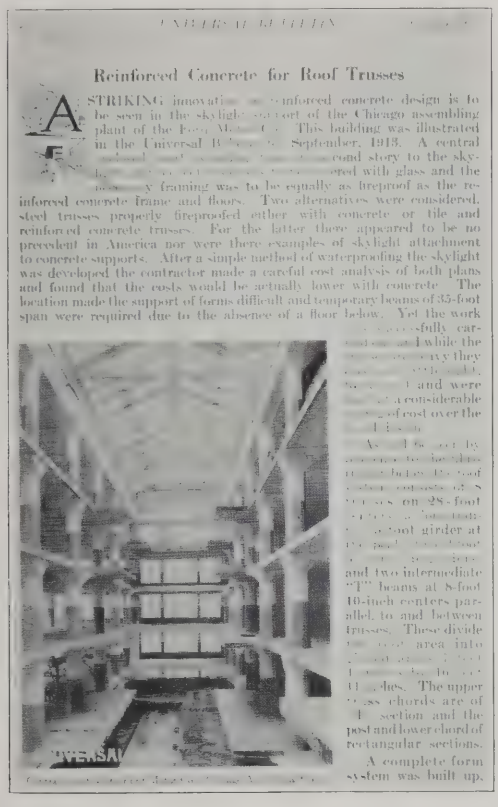
A printer in the suburban town where I live seems to be making a little money by getting out each week for a number of business men, a little bunch of hand bills for price-lists, which are sent out in a single envelope to a general mailing list for the town. The set which I have before me includes advertisements for a gro-

cery store, a real estate agent, a tailor, a bank, a theatre and a church club. This gives the printer a little work to keep his force busy during the week, and I presume that in consideration of the work of getting up the copy, mailing, etc., he gets a little better than the ordinary price.

✧ ✧

A most useful house organ which comes to my desk regularly is the Universal Bulletin, published by the Universal Portland Cement



Reinforced Concrete for Roof Trusses

A STRIKING innovation in reinforced concrete design is to be seen in the skylight construction of the Chicago assembling plant of the [illegible] Co. This building was illustrated in the Universal Bulletin for September, 1913. A central [illegible] second story to the skylight [illegible] covered with glass and the [illegible] framing was to be equally as fireproof as the reinforced concrete frame and floors. Two alternatives were considered, steel trusses properly fireproofed either with concrete or tile and reinforced concrete trusses. For the latter there appeared to be no precedent in America nor were there examples of skylight attachment to concrete supports. After a simple method of waterproofing the skylight was developed the contractor made a careful cost analysis of both plans and found that the costs would be actually lower with concrete. The location made the support of forms difficult and temporary beams of 35-foot span were required due to the absence of a floor below. Yet the work [illegible] fully carried [illegible] while the [illegible] they [illegible] and were [illegible] a considerable [illegible] of frost over the [illegible]

As [illegible] by [illegible] to be [illegible] the [illegible] roof [illegible] consists of [illegible] on 28-foot [illegible] foot girder at [illegible] and two intermediate "T" beams at 8-foot 10-inch centers parallel to and between trusses. These divide [illegible] area into [illegible] panels [illegible] to [illegible] inches. The upper [illegible] chords are of [illegible] section and the post and lower chord of rectangular sections.

A complete form system was built up.

Company at Chicago. A sample page will serve to show the excellent typographic treatment, as well as the real value of the matter which this bulletin contains.

✖ ✖

The J. W. Butler Paper Company tries very frequently to get its advertising matter onto something which will be of real value and which the customers will keep indefinitely. The last piece of this kind of work is a parcel post map and schedule, corrected up to January 1st. I shall want to keep this as a valuable office assistant, and I presume many others will do the same.

✧ ✧

I have filed away in a binder a large number of specimens of paper and printing, to which I refer very often in getting out my own work. One of the latest valuable editions to this file is a bunch of most attractive specimen sheets from the American Typefounders Company.

ARKANSAS PRESS AND DELEGATES TO N. E. A.

The Arkansas Editorial Association held its regular mid-winter business meeting at Little Rock Thursday, February 12th, with a large attendance.

The chief business of the meeting was to lay plans for the initiation of a bill to provide for the publication of the new state laws in each county in the state at the close of each session of the legislature; orders of the railroad commission; matters of interest to the county tax payers; municipal reports, etc.

At present Arkansas publishes no state or county reports save the delinquent tax list. Efforts to secure favorable legislation having failed year after year, the editors propose now to take advantage of the "Initiative and Referendum" constitutional amendments and put it up to the people at the September election.

The last meeting of the National Editorial Association followed so closely after the state meeting last

Erwin C. Funk, Democrat, Rogers, Ark.
Ex. Com. from Arkansas

May that Arkansas was not represented at the Colorado Springs meeting and has been without a national committeeman. At the meeting at Little Rock, Erwin C. Funk of the Democrat, Rogers, was elected to that position and it is probable that hereafter the State Association will make it one of the regular elective offices. Mr. Funk told of the Texas meeting and much interest was aroused and it is probable that Arkansas will send a good delegation to the meeting at Houston in April.

Delegates to National Convention: F. W. Snetser, Marianna; J. Ross Chambers, Augusta; T. P. Young, Hazen; J. N. McClelland, Rogers; J. H. Page, Little Rock; R. O. Schaffer, Little Rock; S. P. Meador, Okolona. Alternates—J. Ross Chambers, Augusta; T. C. Phillips, Hardy; J. L. Russell, Green Forest; John C. Small, Little Rock; G. W. Granberry, Cabot; Ed McCorkle, Arkadelphia.

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DELEGATES FROM NORTH CAROLINA PRESS ASSOCIATION

H. B. Varner, Lexington; J. J. Farriss, High Point; H. C. Martin, Jr., Lenoir; T. N. Ivey, Raleigh; W. C. Hammer, Ashboro; Mamie Ballinger, Davidson; C. H. Poe, Raleigh; H. F. Sweanringen, Edenton; W. J. Jacobson, Washington; J. O. Atkinson, Elon College; J. H. Sherrill, Concord; Josephus Daniels, Raleigh; S. L. St. Clare, Sanford; Julia Thorne, Troy; W. B. Harker, Maxton.

[We respectfully ask the secretaries of all other associations to send in lists of delegates and members at earliest possible date, not later than March 20th, for publication in April issue.—Ed.]

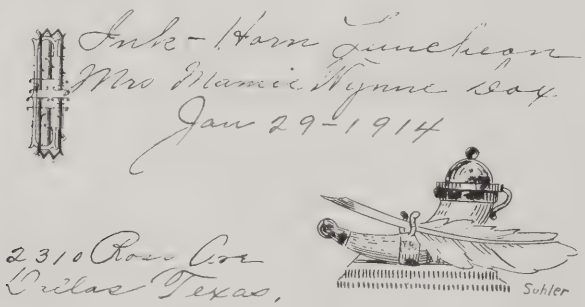
AN INK HORN LUNCHEON

In the View Point, a society magazine of Dallas, Texas, of January 1st, is given an account of a function for those engaged in newspaper and kindred work, under, to us at least, the novel designation of Ink Horn Luncheon. It was impossible to accept the invitation, which is reproduced herewith, but we give the same, together with the portrait of the lady who was formerly

a newspaper worker at Hutchinson, Texas, and some of whose work we had the pleasure to reproduce and commend in the National Printer-Journalist a few years back.

The View Point gives, among other things, the following, wherein are suggestions for the Illinois Woman's Press Club and for members of other like organizations throughout the country and for women newspaper workers and writers generally:

"The luncheon was served at prettily laid tables. At each plate was a gilt-monogramed card with an inkhorn handpainted with a pen crossing the same, in the lower left hand corner, and with an old-fashioned quill pen piercing the envelope, and on each was a quotation for



each guest that suggested some merry or prolific thought.

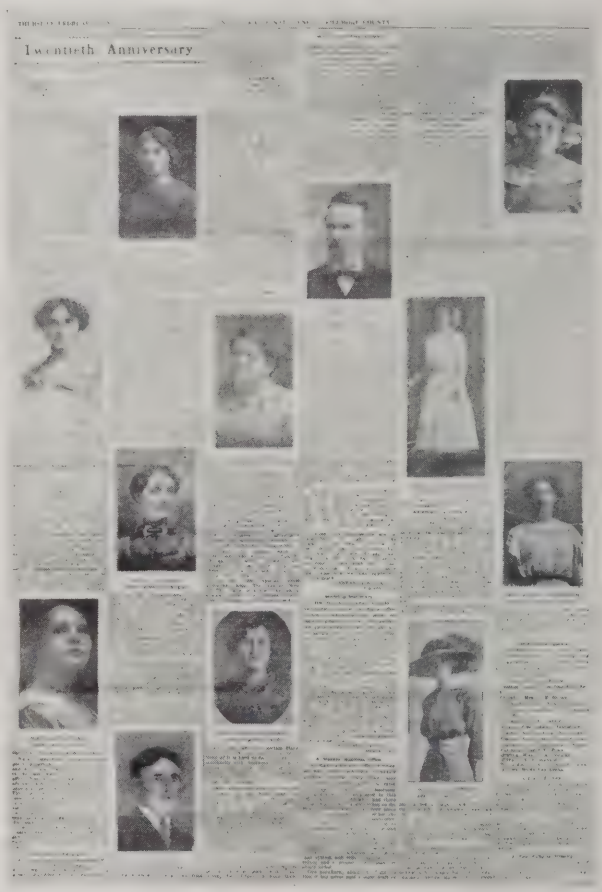
"Mrs. Cox proposed a generous toast to Governor Colquitt, as follows: 'To Governor Colquitt, who was a newspaper man before he was Governor, and who can never get very far from the inkhorn. And to Mrs. Colquitt, who is his best assistant.'

"This was followed by:

"'To the National Editorial Association, composed of brainy devotees of the inkhorn, that will hold its annual meeting in the City of Magnolias in April, and to the Texas Press Association members and its successful meeting in May. And to all bright women who write for pleasure, profit or pastime. To the members of the Dallas Press Club, who deserve places, in our estimation, "top column next to reading matter," and to the club mascot, the Bull Dog, a thoroughbred, the livest lifeless dog we know.'"

A PAPER FOR A WHOLE COUNTY ONLY

The rounding out of two decades measured in the life of man, or in the life of a newspaper in this new land, is worthy of note and of some observance. The Nebraska Signal of Geneva, accordingly celebrated its twentieth anniversary, which occurred on February 20th, by the presentation of its history and plans, illustrated with the portraits of the paper's correspondents and agents, one of whom is found in every community of the county, not omitting the editor and publisher, who is at the head of the organization and has solved the problem of making a successful and profitable paper by thoroughly covering one whole county and nothing else.



Those with sufficiently sharp eyes can read this interesting page reproduced herewith; others will be compelled to use a magnifying glass for the purpose.

Editor Frank O. Edgecombe's ambition has been to make a strictly home newspaper, satisfactory and necessary to every section of a county that is twenty-four miles square, by gathering all of the news of the whole county every week and by having correspondents and agents of the paper to whom subscriptions may be given and with whom all business can be transacted the same as at the office in Geneva.

He has, in the course of the twenty years, bought up all the other newspapers in his field and now the Signal is the only newspaper published in the county. He is, unfortunately, afflicted with physical blindness, but there is no point in successful local newspaper publishing which he can not see.

BILL FOR FREEDOM OF EXCHANGE BETWEEN NEWSPAPERS AND RAILWAYS

Illinois Press Association—Office of the Secretary.

Jerseyville, Ill., February 7, 1914.

Mr. B. B. Herbert, National Printer-Journalist, Chicago, Illinois.

Friend Herbert:—You wrote me that I send you a communication for publication concerning the Bill now before Congress, which permits railroads and newspapers to exchange transportation for advertising, and, in accordance with that request, I herewith enclose you circular which I sent to every Congressman from the State of Illinois. This circular, I think, should be sent out by the National Editorial Association, or something similar. Unless the boys wake up this Bill will not be passed, and then they will try to get an amendment to the Bill, as you remember was tried a few years ago, and nothing came of it. When the original Interstate Commerce Bill was before the House, although I was not Secretary of the N. E. A. at the time, I called the attention of the President and the Secretary to have them take measures to have the clause shutting out the newspapers amended, but nothing was done about it until some time after, you remember, that an appropriation of $500 was made for a Committee to go to Washington to try to get it amended, but President Roosevelt, Speaker Cannon and Mr. Hepburn, author of the Bill, felt that they did not care to take up the matter of an amendment, but stated that had the matter been called to their attention when the Bill was prepared they would have changed it. In several of the States where Public Utilities Commissions have been formed, and all free passes excluded, there is an amendment to the Bill by which Newspapers are permitted to continue to exchange advertising for transportation with the Railroads. A united action on the part of all the newspaper boys and writing to their Congressmen would, no doubt, push this Bill, No. 11754 through, as it is no wrong upon anybody. Enclosed is the circular referred to.

Yours fraternally,

J. M. PAGE,
Secretary I. P. A.

Circular Letter

Office of Secretary, Jerseyville, Ill., Feb. 5, 1914.

Dear Sir:—A Bill No. 11754 has been introduced by Mr. Adair that is of great interest to the newspaper boys of the United States, and I sincerely hope that you will push it along. There is no reason whatsoever why this arrangement should not be permitted, because it gives a quid pro quo on both sides and is satisfactory to both parties to the contract, and is not in any manner free transportation.

Hoping you may see your way clear to support it, I remain,

Yours respectfully,

J. M. PAGE,
Sec'y Illinois Press Association.

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VALUABLE JOURNAL

Commercial Printing Irvington, Ky.

February 7, 1914.

National Printer-Journalist, Chicago, Ill.

Dear Sirs: It is with pleasure that I have the opportunity to renew my subscription to such a valuable journal as yours. So you will find enclosed check for $5.00 for combination offer No. 1.

Yours for a more prosperous year,

R. No. 2. J. W. WILLIS.

LETTER FROM PRINTER WHO KNOWS NOT EFFICIENCY NOR COSTS

[The results treated in a humorous vein, by one who has neither wife, baby or baby-carriage, but evidently imagines what might be.]

Again we have had the pleasure of hearing from some of our Printer Friends:

"Yes, we got your letter. No, we don't know efficiency nor costs. You can't interest us for we think we did mighty fine last year. We doubled our job press capacity, put on two new storm windows, got a new door mat for the porch and finished paying for the baby buggy. Of course we did not get any new clothes, these other little matters seemed more important. No, we have repeatedly said we do N-O-T know costs. When a feller says N-O, he generally means it. Again, the "Bugle" fellow and the "Smart Bee" man SOAKED us good and plenty on our prices on a job we thought all were bidding on.

They said they would bid higher—well, they didn't bid at all—and as we needed the job much more than they, we put in quite a low bid. Well, we got the job and wonder some times just how much we lost. Of course we felt somewhat that we were a little too low but we needed the job. Some busy guy is trying to get the printers in our locality into a combine—some kind of a club or something where they can study cost. The other night we had an invitation to go to their meeting—well, we didn't have nerve to face the fellows who have been so persistent in cutting prices. We did not go. We are glad we did not go. They got into an argument, a sort of "chalk talk," that soon ended in every one believing job press work costs 99 cents an hour. Whatcherknowaboutthat. Well the weather is fine, silk is fine, business is fine and we are fine. So you see we don't care about costs.

Yours,

O. U. PHOOL,
"(For Business Management.)" Printer."

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W. L. Pattison, treasurer of the American Newspaper Publishers' Association and, until recently, publisher of the New York Evening Post, has made a connection with the International Typesetting Company manufacturers of the Intertype. Many of Mr. Pattison's friends among the big newspaper publishers will welcome an opportunity to get some first-class information about the new typesetting machine. All communications on this subject from newspaper publishers will receive Mr. Pattison's personal attention, and he will call at any of the larger newspaper offices at any time to discuss additions to their composing machine equipment.

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APPRECIATION

University of Oregon, Department of Journalism

Eugene, February 19, 1914.

Mr. B. B. Herbert, National Printer-Journalist, Ravenswood Station, Chicago, Ill.

Dear Mr. Herbert: The January number of the Pinter-Journalist was taken to library instead of my office and it was not until a day or so ago that I saw the very pleasant little notice you gave this school.

I want to thank you for it, and to tell you what a pleasure it was to meet you, and how we appreciate the excellent periodical you are publishing.

Yours fraternally,

ERIC W. ALLEN.

MINNESOTA EDITORIAL ASSOCIATION

The 48th Annual Convention of the Minnesota Editorial Association was held at Minneapolis, February 19 and 20.

One of the principal features was an address by President Geo. E. Vincent of the University of Minnesota, on the topic, "The Teaching of Journalism in Our Universities," followed by a talk on the Extension Division of the Department of Journalism of the University of Wisconsin.

Allen D. Albert, of the Minneapolis Tribune, gave a talk on "How to Make a Better Newspaper," and Rev. G. L. Morrill, of Minneapolis, spoke on "The Press and the Pulpit." Other subjects discussed were: "Political Advertising," "Protecting the Home Merchant," "Spasmodic Advertising," "Educating the Advertiser," "Effect of Magazine Supplements on Advertising," "Increasing Advertising Rates."

H. C. Hotaling, member of the executive committee of the National Editorial Association and editor of the Mapleton, Minn., Enterprise, was elected president. Other officers were: First vice-president, J. C. Morrison, Morris; second vice-president, Harry W. Wheelock, Fergus Falls; third vice-president, Farley N. Dare, Walker; secretary, Herman Roe, Northfield; treasurer, David Ramaley, St. Paul; members of the executive committee, Frank J. Meyst, Minneapolis; E. K. Whiting, Owatonna, and N. H. Ingersol, Brainerd.

Next Meet in St. Paul

Before introducing his successor in office, President G. B. Bjornson appointed W. R. Hodges of Sleepy Eye and Frank A. Day of Fairmont to act with the executive committee in arranging for the organization's semicentennial celebration. It will be held in St. Paul next year in connection with the annual convention.

Legislation Favored by Resolutions

The resolutions favored a united state development and recommended a law for the publication of the personal property tax list; condemned the practice of printing return cards on government stamped envelopes by the postoffice department at nominal rates as an unfair competition with private business enterprise; declared for the publication of railway time tables and permitting the exchange of newspaper advertising for railway mileage; indorsed the proposed school of journalism at the state university; and extended thanks to the Civic and Commerce association, the Minneapolis Athletic club and several business firms for courtesies extended during the meeting.

NEWSPAPER NOTES AND POINTS

Mark L. Goodwin, second son of J. West Goodwin publisher for many years of the Sedalia, Missouri, Bazoo, has been appointed Washington correspondent for the Dallas-Galveston News and commences work March 24th. He has had training in newspaper and job printing office work from boyhood. A little leaflet has been received from Mr. Goodwin telling of his experience on the "Cold New Year," January 1, 1864, while serving in the army as a member of Company I, 62d Ohio Volunteer Infantry, in Kentucky. The day occasioned much suffering through the army and soldiers were frozen to death. The weather had been pleasant but the mercury fell from twenty degrees above to thirty-six degrees below zero in twelve hours, at 3 A. M., New Year's morning.

San Antonio's Awakening

The Old Historic City will have Much of Interest and Lessons of Practical Benefit for the Editors

WHEN the National Editorial Association comes to San Antonio in May for a one day's inspection of the city, the editors will not only find the latch string on the outside and the glad hand of welcome extended to them, but they will also find an awakened city, one that is riding on the very crest of a flood tide of prosperity, building, commercial and industrial activity. San Antonio has always been noted as a convention city, but this year and in the years to come when all of the improvements and civic developments which are at present under way, contracted for or contemplated, are carried out, it will be ranked by no city of similar size in this respect and by few of the larger cities of the country.

June 30th of last year marked the beginning of the wave of civic development and the new era of prosperity which has swept over the city. On this date, by a majority of over four to one, the citizens adopted the one-third-two-thirds plan of street paving, and applied the same ordinance to street widening. Then followed the sanction of a bond issue totalling $3,450,000. This was voted on July 18th. As a preliminary to these important steps, a progressive city administration was elected by an overwhelming majority. Clinton G. Brown, then District Attorney, a young man of thirty-two, and his entire Board of Aldermen were elected to office, and within a short time succeeded in bringing about a condition which has ben foreign to San Antonio for many years—harmony between the administration of the city and Bexar County. County Judge James R. Davis, himself a young man, belongs to the same wing of the progressive element that Mayor Brown claims as his own, and like the Mayor, is committed to a policy of constructive administration.

Gunter Hotel, San Antonio, Tex.

The progressive spirit prevailed in the San Antonio

School Board and at a special election, this board was authorized to issue $300,000 in bonds for new school buildings and improvements. Bexar County followed in line by authorizing a road bond issue of $2,000,000. As out of the city budget there was $1,500,000 appropriated for street paving and $400,000 for street widening, there was automatically added to the bond issue by the one-

One of Bexar County's Good Roads
San Antonio, Texas

third-two-thirds plan $3,800,000, making over 7,000,000 to be spent by the city in the course of the next two or three years.

The passage of these bond issues marked the beginning of many private enterprises and at the present time there are under course of construction, contracted for or plannd, buildings representing a total of $1,135,000. This is not on paper, as one can readily see by a glance at the following paragraphs which tell of the new buildings now under construction or planned.

The Brady building at Houston and St. Mary's streets, which will include one of the finest theatres south of St. Louis, will be an eight-story concrete, fireproof structure and will cost $360,000.

The Alamo National Bank will shortly start an ad-

San Jose Mission, San Antonio, Texas

dition of three stories onto its present structure of five stories, at a cost of $60,000.

The Moore Estate is erecting three new buildings. One is the Calcasieu building at Travis street and Avenue C, a six story, concrete and brick-faced structure, which with a similarly constructed building of three stories and a basement to be occupied by the Light Publishing Co., on the adjoining lot facing on Travis street, will cost $100,000. The third building will be occupied by the Woodward Carriage Company. It is located on Avenue C at Third street and will be known as the Winerich Building. It is three stories and basement, built of concrete with brick facings and will cost $100,000. It has a ground floor area of 140 by 150 feet, and will be one of the most modernly equipped buildings in the south.

J. M. Watson, of San Antonio, and S. Krantzthor, of El Paso, are building a six-story modern hotel building of 100 sleeping rooms, at a cost of $125,000, on Avenue C north of Travis street. This building is also of solid re-inforced concrete and will be faced with brick and terra cotta.

The Pioneer Flour Mills have contracted for an $80,000 addition to their plant, and the Pocahontas Milling Company have announced the building of a new plant and improvements to cost $50,000.

The San Antonio Drug Company will spend $35,000 in improvements on its present location on West Com-

The Alamo, San Antonio, Texas

merce street, and $40,000 on a new building to be erected on St. Mary's street.

The new Y. M. C. A. building on Avenue C is about completed and cost $85,000.

Mrs. Bertha Stumberg is tearing down a four story, stone building at Commerce street and Main Plaza to make room for a modern six-story concrete and brick office and store building.

One of the largest structures going up in San Antonio is the Scobey Storage Warehouse Company's building, a four-story concrete fire-proof structure, which when complete will cost $100,000. It will be used for general storage purposes.

The street widening improvements which are planned for San Antonio will cost in the neighborhood of $900,000. This sum does not include that which is being spent on widening Commerce street, this work being about two-thirds completed. The other streets to be widened or opened are Soledad, St. Mary's, South Alamo, Houston, West Commerce and Travis streets.

But with all of the improvements that are going on and those planned for the near future, there remains the

old San Antonio atmosphere, which has been the charm of the city in past years and will continue throughout the indefinite future. There is about the city that Latin air which one does not find in any other city in the country and which has brought thousands of tourists to San Antonio every year.

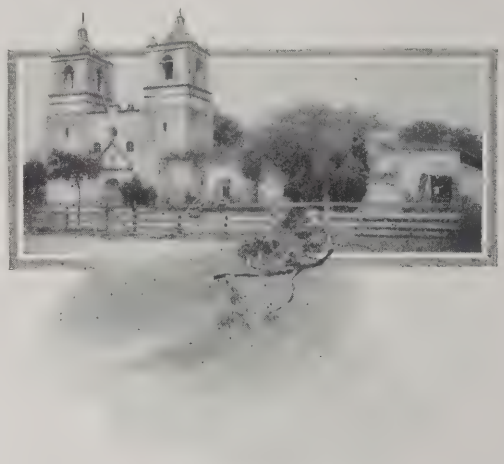
There is no city in the country more famous for its countless points of interest, which include the historic Alamo, the Nation's second shrine, the famous old Spanish Missions, Fort Sam Houston, the largest U. S. Army post in the United States, the Mexican quarter, the plazas and parks and others too numerous to mention.

San Antonio is splendidly equipped in so far as hotels are concerned to accommodate any sized gathering that might come to the city. The Gunter, Menger and St. Anthony, noted throughout the entire country for their appointments and cuisine, are the three largest hotels in the city. The historic old Menger is closely associated with the days when the Mexican aristocracy

Menger Hotel, San Antonio, Texas

made it their headquarters. It has now been rebuilt of reinforced concrete and tile, in Spanish mission style, and its two hundred outside rooms are tastefully furnished. The palatial St. Anthony, already enlarged, has 430 sunshiny suites and rooms, luxuriously equipped and furnished in complete harmony. It is individual in architectural style and interior appointments, and its period furnishings, cafes, grilles, tea-garden, rathskeller and roof garden make it one of the most sought hotels in this section. The stately Gunter, near the center of the business district—built of concrete, brick and steel—contains 350 rooms, all elaborately furnished. It is celebrated for its governor's suite, terrace cafe, ball room and bridal suites.

It has only been within the past decade that San Antonio has made any claim to being a manufacturing city. Today it has 453 manufacturing plants and factories, representing a net capital investment of $97,000,000. This latter figure is the estimate of the Bradstreet representative in San Antonio. In these plants 9,439 people are employed and the annual payroll totals $5,148,185. The valuation of the annual output of these plants is placed at $18,567,240 and their diversity ranges from rubber stamps to structural steel. The city has between 85 and 100 wholesale and jobbing houses and its trade territory is as large, if not larger, than any city in the south or southwest. As a shopping center, San Antonio has no equal in Texas, and families come



Mission Concepcion de la Acuna, San Antonio, Texas

here from every part of the state to do their buying in the great dry goods and department stores which the city possesses.

San Antonio has 67 churches, representing all religious bodies; forty-five private schools and thirty-one public schools, all of which are within easy access by means of a splendid electric street railway system.

With a winter climate unequalled by that of any other city in the United States and with its summers tempered by cool gulf breezes, San Antonio approaches the ideal as a tourist center, home city, manufacturing and jobbing center and health resort. Finally the stranger in San Antonio will find that rare quality of hospitality for which the old south is so noted. In fact, as one enthusiast remarks, "Nowhere may be found a more delightful place, in point of pleasure, health or business, to spend a day, a season or a lifetime."

"Bargain Week."

"Bargain Week" is made very successful by the Elgin, Ill., Daily News. It is a good idea, too, for the merchants, this of uniting on a bargain week during the dull season following the holidays.

The News, in its issue of February 5th, boosting "Bargain Week," contained 5,500 inches of regular and special advertising. Seventy-four different establishments co-operated with the News in this successful effort to boost business. As shown by that young New York merchant, whose very edifying story has recently been told in the Saturday Evening Post, dull times can be made lively times by the right kind of advertising. Newspapers and printers have the means in their own hands, if business men will only co-operate, of abolishing dull times and poor business. It is often up to publishers and printers to show how, to point the way and furnish not only the plans for the hunt but also the guns and the ammunition.

BANQUET AT THE ST. ANTHONY HOTEL, SAN ANTONIO, TEXAS

The St. Anthony Hotel at San Antonio, Texas, is palatial in size and modern in equipment. With its four hundred and thirty sunshiny suites and rooms,

St. Anthony Hotel,
San Antonio, Texas

luxuriously equipped and furnished in complete harmony, with period furnishings, its cafes, grilles, tea gardens, rathskeller and roof garden, with its architectural beauty and style, and the best possible equipment in every way, and its superb service, it attracts guests and satisfies all comers.

The plan of the management is always to please, and if any novelty is desired in menus or otherwise, the same will be furnished.

On January 20, 21, 22, the annual convention of the Texas Hardware and Implement Dealers' Association

1914
Convention
January 20-21-22

Banquet of the
Texas Hardware and Implement Dealers Association
at the
St. Anthony Hotel
San Antonio, Texas

First page of menu card.

was held in San Antonio, with several hundred members in attendance. The banquet was given at the St. Anthony Hotel, and as a novelty a special Mexican menu was prepared. The menu card was printed in black, green and red. The first, toast, and menu pages are given herewith:

TOASTS

MR. PAUL E. KRUEGER
Toastmaster

HON. CLINTON G. BROWN
Mayor of San Antonio
MR. L. B. CLEGG
Pres. Chamber of Commerce
MR. W. B. HOWELL
Pres. Texas Hwd. & Imp. Ass'n
MR. JACK W. NEAL
Hwd. and Implements
MR. E. A. PEDEN
Pres. Peden Iron & Steel Company
MR. W. M. GLENN
Vice-Pres. Texas Hwd. & Implement Ass'n
MR. JOHN B. CARRINGTON
Sec. Chamber of Commerce
MR. JOE BURROWS
Beeville
MR. ROY F. SOULE
Editor Hardware Age
MR. HENRY MORTI
Sec. Texas Hwd. & Imp. Ass'n

✧ ✧

Menu

SOPA DE ARROZ
Del Howell

CHILE CON CARNE
a la Middlebreaker

TORTILLAS DE MAIZ
de Texas Corn Club

TAMALES CALIENTES
Corrugated Finish

HUEVOS RANCHEROS
con Hatchet

PAN BLANCO
en Silo

CERVEZA
a la San Antonio

CHILES RELLENOS
Stuffed with Nails

FRIJOLES
Barb Wire Style

CIGAROS DE HOJA
St. Anthony Style

GINGER CHIPS
a la Marti

CAFE NEGRO
Glenn-Lufkin

☛ Keep your seats—the worst is yet to come.

✂ ✂

NOTES

Geo. H. Benedict aptly suggests that as it now appears, under the cost system, that printers, during the past have been buying time and material and selling printing, regardless, that all and each should reform, install a cost system and sell the time and material which they buy and the cost of which they can ascertain, with proper profits added, like other well informed merchants.

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

RAVENSWOOD STATION, CHICAGO, ILLINOIS

Entered at the Chicago Postoffice as Second-class Matter

BENJAMIN B. HERBERT - - Editor and Publisher
BENJAMIN S. HERBERT - - - - - - Associate
WM. E. HERBERT - Supt. of Mechanical Department

Official Paper of the National Editorial Association
Member Ben Franklin Club of America, Chicago Trade Press Association, Illinois Press Association, Order of Pica, New York State Press Association.

Published Monthly.

ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION

SUBSCRIPTION RATES—In the United States, Cuba and Mexico, $2.00 per year. Canada, $2.50 per year. Foreign subscriptions, $2.85 per year.

CHICAGO, MARCH, 1914

In the past twenty-six years, this paper has endeavored to teach and help newspaper makers and printers, by precepts and examples, as to all the best methods that will insure efficiency, profit, constant progress, usefulness and permanent good will, prosperity and success. We believe that the best results for our readers have come through examples both instructive and inspiring, containing and awakening human interest.

This month, our lessons are largely through expositions of how others are reaching the desired results. They show, incidentally and forcibly, how numerous are the interests to be handled that are of vital importance to the people served, in this enlightened, advancing age. They are almost limitless in every city and community, so that, with proper understanding and industry, every newspaper, and every printing office, for that matter, may be crowded all the time to utmost capacity and yet leave much more that might be profitable for the benefit of patrons and customers.

* * *

Canadian advertising for the securing of immigrants from the United States, is being investigated. Mr. W. J. White, well known to members of the National Editorial Association, the Canadian official in charge of immigration agencies in the United States, appeared voluntarily before the Senate Committee to say his government spent $70,000 a year advertising in the United States for immigrants. He added that he did not disparage the United States in the advertising he handled.

In years past the different States have expended a good deal of money, through immigration agents and otherwise, in advertising for and encouraging immigration from foreign countries and with happy results, but the United States have failed to use the good judgment and the wisdom exercised by our Canadian brothers, in seeing to it that these newcomers are located on lands where there is good chance of their being successful and useful.

The result, of late years, has been that immigrants, many coming from little farms in the old countries, have been crowded into our great cities, already overcrowded, where there is no opportunity for securing a decent livelihood and have helped to swell the ranks of paupers and criminals. Instead of adding to the country's wealth and becoming prosperous, worthy citizens, benefiting themselves, their families and their adopted country, they have joined the miserables and become burdens. Canada has used some care in selecting immigrants and directing them to useful fields and comfortable surroundings, while the States have gone into the countries of Europe regardless, and used no care, nor have they exercised, in many instances, common humanity to the newly imported future citizens.

* * *

Success of the new schools of journalism and printing must depend, very largely, on the character of the teachers. Such schools are, in a way, as must be the case, experimental, and the instructors, who are in a sense pioneers, must have very much to do with making the experiments successful and in winning friends to, and securing confidence in, the schools, by showing their great usefulness.

To this end, the instructors should have all possible practical knowledge and broadest obtainable experience. They should not only be equipped thoroughly in these regards, but should be winning, full of confidence and enthusiasm and be able to inspire like enthusiasm in the pupils or learners.

The Ben Franklin Club of Cincinnati seems to have been fortunate in securing the right kind of a man for the new School of Printing recently established by the club at the Ohio Mechanical Institute, in Daniel S. Bonner. Mr. Bonner has taken hold and it is believed by the club the school will be a success from the

start. Mr. Bonner is from Indianapolis, where for the past two years he has been instructor in the U. T. A. Technical School of Printing.

He served an apprenticeship of six years in typography, binding and presswork, after which he was foreman for the Dunlap Printing Company, Philadelphia, five years; foreman and superintendent for Binder & Kelley, Philadelphia, ten years; foreman and superintendent of the Holmes Press, Philadelphia, five years.

In his work in the years of his foremanship, and also as instructor, Mr. Bonner has turned out many competent printers, one being superintendent of the mechanical department of The Ladies' Home Journal, one superintendent of the National Publishing Company, Philadelphia; two are foremen of large shops in Philadelphia and others are foremen or superintendents in other parts of the United States.

* * *

An open field, and square dealing, with intelligent co-operation, fair play and good will, mutual consideration and helpfulness are the principles that, now, carried into practice, are forwarding the world's work and progress in a way far beyond the accomplishments of past decades and centuries, when narrow selfishness; reckless, unfair competition; jealousy, hate and suspicion ruled in the industrial and commercial activities of men.

There is no permanent gain and much harm in wasteful plans and efforts to down others, but there is wonderful gain, real satisfaction and permanent good in team work—in working together for better and greater production for just prices founded on ascertained costs, more desirable conditions and permanent, equitable prosperity for all. The more general the prosperity, the greater will be the purchasing power through which each and all receive benefit.

The time is coming fast when helpfulness among all will do away with useless waste of energy and industry, and all the workers, whether employer or employes, will share in the common good. The conflicts in the industrial world, as well as wars between different peoples, are all alike wasteful and destructive and should cease.

Two-thirds of the expenses of Government and very much of the cost, waste and uncertainty of production and exchange should be avoided.

There is economic wisdom in always having a sincere regard for all rights, interests and well-being of the other fellow. Neither commercial nor industrial conflicts create any wealth or any increase in production nor any greater profits or wages.

Every man has the right to the opportunity for work and accomplishment.

Encouragement and helpfulness bring much greater benefits than do opposition or discouragement.

No one suffers loss without that loss making the burdens of life, to some extent, heavier for all others.

Law makers and law reformers, who have come largely from among members of the legal profession, whose livings have been derived from the strife among others, have been too ready to believe in legislation that tends to nurture unprofitable competition and business warfare, but the world's real producers are coming to learn that intelligent co-operation beats senseless competition everywhere and always.

There is a good deal of cant, nonsense and fallacy about many of the theories as to the benefits of senseless, compulsory competition.

Now, there may not be, at once, evidence of the connection, but these thoughts come to mind after reading accounts of the steps being taken against the Associated Press as a monopoly and against the Allied Printing Trades violating the Anti-Trust Law. We do not care to enter into the discussion of the merits of either case, except so far as to state that the best and wisest policy of dealing between men and the public is founded upon the principles enunciated, permitting entire freedom of contract, the right to buy of whom and to employ whom, or to work for whom, one may choose, without interference, dictation, penalty or restraint, but in full recognition of the rights of all concerned, not omitting the consideration of the rights of others, the entire public, nor the general good. Let every one mind his own affairs, but intelligently co-operate and aid in every possible way for greater efficiency and higher attainment.

It is claimed by the New York Sun that the Associated Press has and enforces a by-law prohibiting members from using any other general news service. This is presumably designed to strengthen the organization, but is hardly in accord with the principles that now are generally recognized as just. The representatives of the Allied Printing Trades deny that they have endeavored to restrain trade further than to favor their friends and claim an entire willingness to abide by the Sherman Law.

THE AUSTIN, TEXAS, DAILY TRIBUNE

THE Austin Tribune is one of the prodigies of Texas journalism. In two years it has more than doubled in circulation and in advertising business, and has taken rank as one of the leading Texas newspapers. It exercises geat influence in state as well as local affairs, due to its policy of frank and intelligent discussion of all subjects of current interest. It belongs to the progressive school in all its departments. Its editorials are topical, vigorous, fearless and fair. Its news service is snappy and complete. Its special features rank with those of the best newspapers. Its mechanical appearance is modern and metropolitan.

Being located at the seat of Texas government, it features politics and local news, though it receives the Associated Press leased wire service and the United Press leased wire Sunday service, giving it the best facilities obtainable.

When it is known the cash receipts of the Tribune have increased more than three-fold in two years, some idea may be had of the vigor with which the paper is conducted.

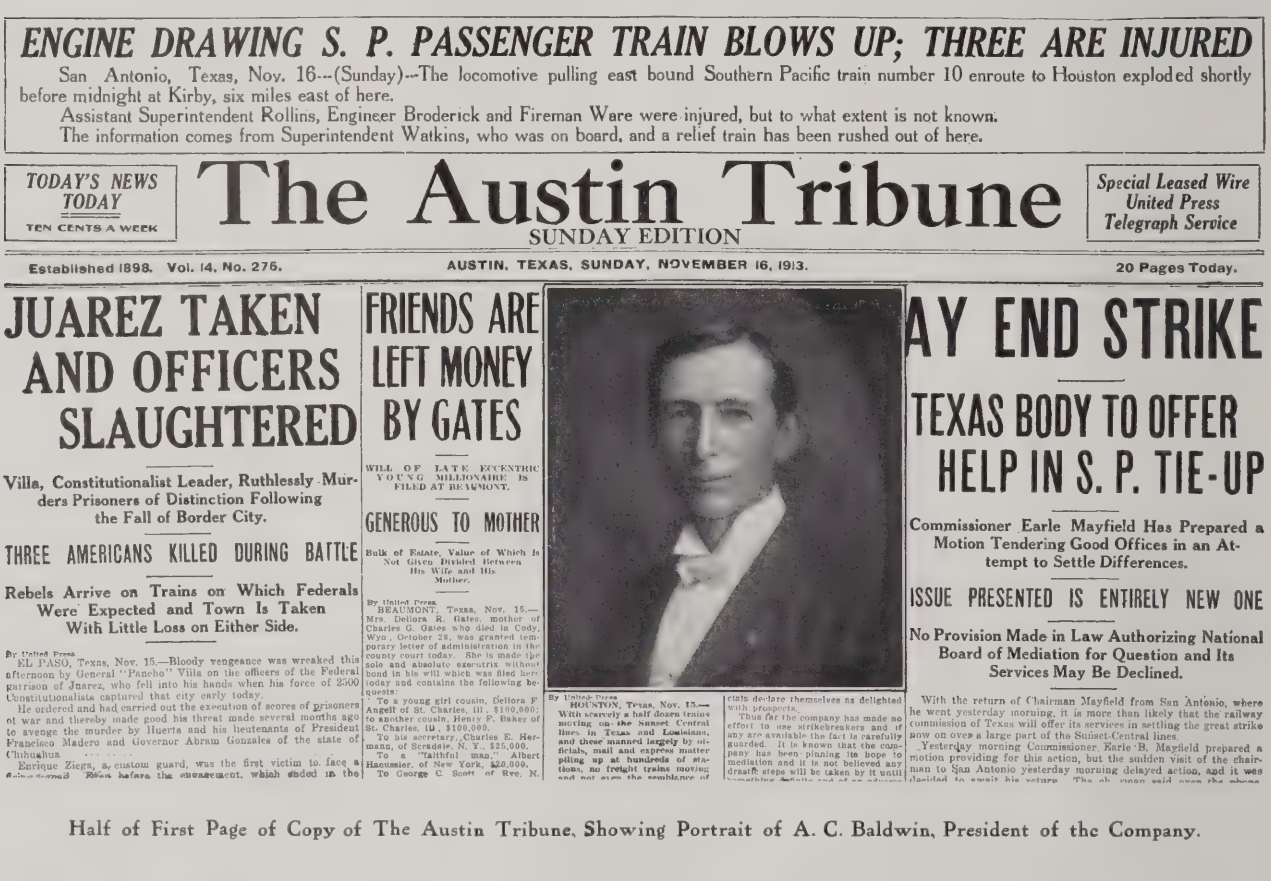
A. C. Baldwin, president of the owning company, is a newspaper man of wide experience and excellent judgment. While his policies are aggressive and bordering on the radical, the manner of their administration wins for the paper respect and admiration.

His portrait is shown herewith in the reproduction of the upper half of the first page of the regular issues of the paper.

"Don't buy patronage with premiums and prizes," he says. "Get it by giving the best service there is for the least price consistent with business principles." As an evidence of the merit of this policy, the subscription price was raised from forty to fifty cents per month in January last, and at the end of the month the net gain in circulation was greater than either of the two preceding months.

The Tribune is published every evening and Sunday morning, with a weekly edition on Friday.

An exceptionally capable corps of executive officers keeps things moving with rapid pace every minute. Glenn Pricer, the manager of the paper, is, next to Mr. Baldwin the largest stockholder, and received his training on Kansas City, Topeka and San Antonio newspapers. He is young and active and is one of the strong factors in the paper's success.



ENGINE DRAWING S. P. PASSENGER TRAIN BLOWS UP; THREE ARE INJURED

San Antonio, Texas, Nov. 16--(Sunday)--The locomotive pulling east bound Southern Pacific train number 10 enroute to Houston exploded shortly before midnight at Kirby, six miles east of here.

Assistant Superintendent Rollins, Engineer Broderick and Fireman Ware were injured, but to what extent is not known.

The information comes from Superintendent Watkins, who was on board, and a relief train has been rushed out of here.

TODAY'S NEWS TODAY
TEN CENTS A WEEK

The Austin Tribune
SUNDAY EDITION

Special Leased Wire United Press Telegraph Service

Established 1898. Vol. 14, No. 276. AUSTIN, TEXAS, SUNDAY, NOVEMBER 16, 1913. 20 Pages Today.

JUAREZ TAKEN AND OFFICERS SLAUGHTERED

Villa, Constitutionalist Leader, Ruthlessly Murders Prisoners of Distinction Following the Fall of Border City.

THREE AMERICANS KILLED DURING BATTLE

Rebels Arrive on Trains on Which Federals Were Expected and Town Is Taken With Little Loss on Either Side.

By United Press
EL PASO, Texas, Nov. 15.—Bloody vengeance was wreaked this afternoon by General "Pancho" Villa on the officers of the Federal garrison of Juarez, who fell into his hands when his force of 2500 Constitutionalists captured that city early today.

He ordered and had carried out the execution of scores of prisoners of war and thereby made good his threat made several months ago to avenge the murder by Huerta and his lieutenants of President Francisco Madero and Governor Abram Gonzales of the state of Chihuahua.

Enrique Ziegra, a custom guard, was the first victim to face a firing squad. Even before the engagement, which ended in the

FRIENDS ARE LEFT MONEY BY GATES

WILL OF LATE ECCENTRIC YOUNG MILLIONAIRE IS FILED AT BEAUMONT.

GENEROUS TO MOTHER

Bulk of Estate, Value of Which Is Not Given Divided Between His Wife and His Mother.

By United Press
BEAUMONT, Texas, Nov. 15.—Mrs. Dellora R. Gates, mother of Charles G. Gates who died in Cody, Wyo., October 28, was granted temporary letter of administration in the county court today. She is made the sole and absolute executrix without bond in his will which was filed here today and contains the following bequests:

To a young girl cousin, Dellora F. Angell of St. Charles, Ill., $100,000;
to another cousin, Henry P. Baker of St. Charles, Ill., $100,000.
To his secretary, Charles E. Hermann, of Scrandie, N. Y., $25,000.
To a "faithful man," Albert Haeussler, of New York, $20,000.
To George C. Scott of Rye, N.

By United Press
HOUSTON, Texas, Nov. 15.—With scarcely a half dozen trains moving on the Sunset Central lines in Texas and Louisiana, and these manned largely by officials, mail and express matter piling up at hundreds of stations, no freight trains moving and not even the semblance of

cials declare themselves as delighted with prospects.

Thus far the company has made no effort to use strikebreakers and if any are available the fact is carefully guarded. It is known that the company has been planning its hope to mediation and it is not believed any drastic steps will be taken by it until

AY END STRIKE

TEXAS BODY TO OFFER HELP IN S. P. TIE-UP

Commissioner Earle Mayfield Has Prepared a Motion Tendering Good Offices in an Attempt to Settle Differences.

ISSUE PRESENTED IS ENTIRELY NEW ONE

No Provision Made in Law Authorizing National Board of Mediation for Question and Its Services May Be Declined.

With the return of Chairman Mayfield from San Antonio, where he went yesterday morning, it is more than likely that the railway commission of Texas will offer its services in settling the great strike now on over a large part of the Sunset-Central lines.

Yesterday morning Commissioner Earle B. Mayfield prepared a motion providing for this action, but the sudden visit of the chairman to San Antonio yesterday morning delayed action, and it was decided to await his return. The chairman said even the phone

Half of First Page of Copy of The Austin Tribune, Showing Portrait of A. C. Baldwin, President of the Company.

C. J. and Rush Baldwin are two of the stock-holders and directors of the corporation, and are both in executive positions. They are sons of the president, as also is A. D. Baldwin, one of the reporters on the paper.

Edmund Travis is another young prodigy in newspaper work. He is the son of an old Tennessee newspaper man, is news editor of the Tribune, and is probably the most brilliant man of his age in the Texas field. He received his first training on the Tribune, and was at one time news editor of the San Antonio Light, coming back to his first love when the present management took charge.

A personal acquaintance with the members of this organization reveals the secret of its wonderful success. Every man is a specialist, a born journalist, and the sympathies of each are with the people. There are

no bond-holders to throw cold water over the enthusiasms of the executive officers, as the paper is absolutely owned and controlled by the men who conduct it. Mr. Baldwin, too, seems to have the faculty of getting the best there is out of men. Asked how he did it, he smiled and said: "Give 'em a chance. They may make some mistakes, but a man's enthusiasm is a wonderful tonic, and he is apt to be enthusiastic over his own notions. Usually when a man suggests some idea he thinks good, I say, 'Go to it.' It is seldom that he fails, and if he does, I tell him it is worth the money in experience. That keeps him from becoming discouraged. The best way to make a man work—work hard and intelligently—is to let him work out his own ideas. That develops him, too, and he is certain to become as loyal as he is industrious."

The Tribune, which for more than twenty years barely existed as a local newspaper, bids fair to become a powerful factor in the business and political affairs of the state.

FORT WORTH, TEXAS

The Spirit of Service and How to Serve to be Learned by the Editors

FORT Worth's advancement from the humbleness of a frontier post, to an assured position in the front rank of the leading cities of Texas, has been marked by epochs, the impulse that made them being directly due to the spirit of her citizenship that earned for Fort Worth the deserved title of "Fort Worth the Indomnitable."

Strategic advantage, happily combining with healthfulness of site, dictated the location of the army post (from which the city takes its name), that checked the raids of Indians which threatened the efforts of the pioneers in the development of this part of the Empire of Texas. That spirit of service to the people of Texas has lived to this day and is still the dominating influence of the Fort Worth citizenship.

With the abandonment of the army post, as the frontier moved westward, Fort Worth lost importance and almost sunk to the position of "a deserted village." One of the first aggressive efforts of her people for the betterment of business conditions was the contest which, after seven years of struggle, fixed the county seat of Tarrant county at Fort Worth.

The next epoch was that which marked the advent of the Texas & Pacific railway, beginning the development of the railway facilities of Fort Worth until it has the unrivalled and acknowledged leadership, in this regard, in the southwest. Working against time to save a valuable land grant the city was reached with the rails, and July 19, 1876, was heard the first whistle of a locomotive in Fort Worth. It was several years ere the next road was begun, the Fort Worth and Denver City, which built out from the city northward, for all enterprises of this kind had been crippled by the monetary panic of 1873. But slowly though it was, work progressed on the Denver and in 1881 the Sante Fe reached the city, coming from the southward. Others followed in rapid succession until Fort Worth has now thirteen trunk lines, radiating from the city in seventeen directions to all parts of the state and country, by connections within or without the state lines. Fort Worth not only has more railroads but has greater terminals than any other city in Texas and is the only place in the state where trainloads of livestock, grain, oil, fruit and produce, and other commodities can be loaded, or unloaded, at one time.

Sacrifices of time and money were made to secure the first railroads. Now they are glad to come, without bonus, that they may share in the great advantage of Fort Worth's railway terminals.

Fort Worth has long been a cattle market on a small scale. Taking cognizance of transportation superiority, when business demands dictated the building of large packing houses in the southwest, Fort Worth was the logical selection of the great meat packing companies of Armour and Swift. Fort Worth men and means contributed to the acquisition of the site and March 13, 1902, the cornerstones of the new buildings were laid. That marked another epoch in the growth and prosperity of the city and was the largest single factor contributing to the phenomenal increase in population, shown in the census of 1910, when Fort Worth led all of the state with a gain of 175 per cent. All branches of industry and trade felt the forward impulse and the city reaped abundant reward for its sacrifices in securing a market for the livestock of Texas, where the stock raisers would no longer be at the mercy of the outside buyers, as was true when shipment to northern markets was forced by the absence of a market in Texas.

How the market has grown, convincing proof of the wisdom of the business acumen that selected Fort Worth for the packing house center of the southwest, is best shown by the livestock marketing at Fort Worth. In 1902, the total purchases by the packing houses were 60,327 all classes of food animals, there then being no market for horses and mules. In 1913 the total amounted to 1,973,166 head of livestock, including 57,724 head of horses and mules, with the aggregate value of $65,000,000.

From this business came the National Feeders and Breeders' Association of Fort Worth, to promote fat stock and horse shows for the general betterment of animal husbandry in Texas. Well has that purpose been served and all of Texas is under debt to Fort Worth for the encouragement that has raised this state from the position of the growers of "Longhorns" and "Razorbacks" to a plane where its livestock can successfully compete with that of any other state or country on the earth.

Not being situated on a navigable river the only available channels of trade were railroads and that is why, determined on commercial supremacy of the southwest, this city has always encouraged the construction of railroads. That problem of external transportation being satisfactorily solved, the citizens became vitally interested in internal improvements. Water works, public free schools, gas for house and street lighting, fire protection and street car lines were successfully provided and both life and business in Fort Worth became more attractive. The first bank was established in 1873 and because of its relations with the large part of Texas westward from Fort Worth, the banking business of Fort Worth has always been one of vast importance. Now there is a greater volume of bank clearings through the Fort Worth banks than any other city in Texas, the total last year being $418,619,821.81. The city was incorporated in 1873.

Transportation and financial strength have encour-

aged business development along several other lines than that of livestock until Fort Worth is the grain and grain milling center of Texas; has large manufacturing and jobbing interests, is the largest furniture making city in the south, builds more silos than all of the other cities of the state combined, has large oil refineries, the only rolling mill in Texas and a number of other large metal working establishments, one being an exceptionally large structural steel plant; extensive lumber interests, and wood working establishments and so on through a long list of productive and profitable industries even though some of them are small plants.

Parks have been provided for the benefit of Fort Worth people until the city now owns thirty-one parks with a combined acreage of 528 acres. On the west fork of the Trinity river, seven miles from the city, the new city waterworks system reservoir is approaching completion. When that is finished the city will make a park of that, Lake Park, adding 3,600 acres to the park area of Fort Worth. All of the parks or parked places within the city limits are conveniently accessible by street car lines, for those who care to utilize that means of transportation, as well as by good streets or roadways for those who prefer to go by private conveyance. Some of the streets are parked and very many, nearly all of the residence streets in fact, are shaded with trees and ornamented with lawns, intervening between the houses and the sidewalks or street curb lines. Fine residences abound and another of the soubriquets of this city is "Fort Worth, the City of Beautiful Homes."

Educational advantages are great in Fort Worth, afforded by the efficient public school system and the many other schools from the high type of the collegiate school to the elementary denominational schools.

Expenditures for school purposes, for the public schools, are at the average of $26 per year per pupil. The value of the public school property is all of a million and three-quarters. All of the modern buildings are fire-proof and built according to the dictates of the most modern experience in the matter of lighting, ventilation and heating. That statement applies to about three-fourths of all of the school buildings. Others are of brick but the partitions are not of the non-combustible type. The schools are managed by a superintendent who is responsible to the Board of School Trustees, elected by popular vote at a different date from the other charter elections.

Among the institutions of higher learning, apart from the City High School, are the Texas Christian University, the Polytechnic College, Baptist Southwestern Theological Seminary, the Medical School, several high class Roman Catholic schools and an advanced school for negroes.

The T. C. U. has a student corps this year of over 800 and has steadily grown, in all respects, since the change of its location was made from Waco to Fort Worth three years ago, the increase in number of students being nearly or quite 75 per cent in that period The Medical School or college is a department of the T. C. U. It is well equipped, with its own building erected especially for the purpose, hospital, etc. Incidentally it is permissible to mention that the medical men of Fort Worth stand at the acme of the profession in Texas and many afflicted come or are brought here annually for medical treatment or to avail themselves of the surgical skill of Forth Worth doctors, that requires a large hospital accommodation, and nine hospitals have 732 beds for the service of the sick or afflicted.

Polytechnic College, by special enactment of the Educational Commission of Southern Methodism in Texas, is to be the great Women's College of that denomination in the southwest, for the co-operation of the southern Methodists of adjoining states is also assured. Polytechnic is now co-ed but will become an exclusive women's college with the beginning of the new term, September, 1914. This educational commission has control of all denominational educational matters for the Methodist church, south, in Texas, all of the five conferences of the state uniting in the selection of the members of the Commission.

Many special schools, art, music, drama, technical, business and various others add to educational advantages of Fort Worth, advantages that are enjoyed by 25,000 pupils.

There are many churches representing all sects or denominations and they have working with them numerous societies. The pastors of the 99 churches estimate the total church attendance at 25,000, or about 25 per cent of the population. Some of the church buildings are most creditable in every respect.

Originality was always a feature of Fort Worth enterprise and absolutely sui generis was the Texas Spring Palace built in 1888-9 and burned, in 1890, after the second exhibition reached its closing day. This was a large building designed, and realizing the design, of displaying, to the best advantage, the products of Texas agriculture. All of the interior and exterior decorations were of this class and the effect was almost indescribably beautiful. It was a wonderful advertisement for the state. Field, forest, orchard, garden and farm were drawn on for the decorative exhibits.

Not only was the effect the substantial realization of "a beautiful dream," but the result was one of the finest advertisements of the great variety of agricultural products the soil of Texas could grow.

A great bend of the Trinity river sweeping around three sides of the city, the greatest street lengths are all north and south. That made desirable, even necessary, street car development, and as early as 1876 a street car franchise was granted. Now, with 72 miles of electric trolley, Fort Worth has a street car system that has no superior in Texas. Fort Worth, always original, was the first city in the United States to have all of its street car lines run by electricity.

Nor is that all. Here is located the great electric power and light plant of the Fort Worth Power and Light Company, capitalized at $3,860,000, with engine power developing the equivalent of 25,000 h. p.—power that is sold at water power rates with a maximum of five cents per Kw. This company has authority, in its charter, to build and operate transmission lines for conveying power to Dallas, Denton, Wise Jack, Palo Pinto and Parker Counties and has now in use such lines to a number of towns and cities in counties south of Fort Worth, such as Ellis, Johnson, Hill, McLennan and Navarro. Lines to the other counties are under construction. Locally, of course, this plant solves the question of light and, for many establishments, power also, for there are a considerable number of industrial plants operated entirely by electric power, some using

as much as 75 h. p., such as flour mills, rolling mills, etc. Convenience, economy, cleanliness are some of the claimed advantages.

For many years Fort Worth has depended on artesian water for its domestic supply of this essential to "right living" and that, beyond doubt, has been of the factors in preserving the health of the citizens. The city also has another system, called the dual system, used for supplying the river water pumped for street sprinkling, fire fighting and sale to manufacturing establishments within the business section of the city.

The city, not content with these sources of water supply, providing for future growth, two years ago contracted for the building of a new system of water works that can provide amply for a city of 250,000 or more inhabitants. The essential part of the new system is an immense storage reservoir on the West Fork, seven miles from Fort Worth, where twenty-one billion gallons of water can be stored. That water will be brought to the city by a conduit line and then filtered, prior to being pumped into the city mains. The filtering plant is ready and has been in use for three years to purify the river water of the dual system when it was necessary to use that in lieu of the artesian water, when accident cut off that source. This reservoir will be in use in April and will give the largest municipal water supply of any city in Texas.

Fort Worth has always had a high rank for the skill and taste of her printers. Examples of the printers' art, turned out from the Fort Worth "printeries" are equal to the best produced anywhere. There are eighteen printing offices, book and job, and one of them is the largest printing and stationery establishment in Texas.

Fort Worth has three daily papers. The morning paper is the Fort Worth Record. The evening paper is the Fort Worth Star-Telegram, both taking the full associated press reports. The third paper is the Livestock Reporter, a special paper for the livestock market reporting, as the name indicates. All of these are of the highest class in their several fields. Besides these dailies thirty other publications are issued in this city, one being a German weekly.

The first paper printed in Fort Worth was the Enterprise, March 7, 1860. The first attempt at the publication of a daily was made in 1876, when on July 4th, the Democrat issued a daily edition. That paper had been published since October, 1871, as a weekly. Under the ownership of Capt. B. B. Paddock, the Democrat was a great booster for the city and one of the prophetic "boosts" was the printing of what was irreverently termed the "spider map," showing existing and prospective railroads, the latter so far in anticipation of even dreamed possibilities that it only excited laughter. But it is a singular tribute to the appreciation of the strategic position occupied by Fort Worth in the transportation problem of the state, evinced by Capt. Paddock that today every one of the railways forecast on that map is a reality and in actual and successful operation. Capt. Paddock's forecast is shown by the cut. Look at the railway map of the state and it will be seen how close the truth is to the forecast.

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The people who are easily gulled are not the ones who spend much time reading "store news."

PRINT CRAFT

"Print Craft" is the name of the new house publication of Barnhart Brothers and Spindler. It is in magazine form, handsomely and artistically gotten up, attractive as to typography, paper and press work. It is, of course, intended to describe, exploit and illustrate goods and machinery handled and the type cast by the house and this is accomplished effectively, but it does not neglect the brief discussions of practical business or trade matters or the giving of points valuable to printers and publishers.

In Number 2, Volume 1, which is before us as we write, the folly of the tendency of rushing into business in fields already well occupied, regardless of any real demand or possible profit, is shown, and also of too low a subscription price for a newspaper out of proportion to its cost and without any sufficient profitable advertising support, for the making up the losses on subscriptions.

In one article the injurious effects to the trade and to the owners and to the legitimate, well equipped offices, of the little amateur shops are pointed out. The encouraging fact is stated that "Since 1900 the printing industry has advanced faster than any other. Not only more printing is being done, but higher prices are being charged." This means that the campaign for cost finding as a basis, and efficiency as a result, have brought an increase of both business and profits.

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THE FOLLOWING ARE THE PLANS FOR THE OPEN SHOP COMPOSITORS AT DETROIT, MICHIGAN

On January 24th, at a dinner by the open shop compositors and allied craftsmen, in Hotel Cadillac, Detroit, as related by the Detroit Saturday Night:

The whole speaking program was devoted to the discussion of matters affecting the social and industrial welfare of the printers and their associates in other trades.

Freedom was the keynote—freedom of opportunity for every workman and for every employer to do what they will with their own talents for the benefit of themselves and the community which they serve. At the close of the dinner resolutions were adopted and forwarded to Michigan's congressmen and senators, protesting against the attempts of Samuel Gompers and his labor union co-workers to establish a labor monopoly in the United States and exempt it from the anti-trust laws; and also protesting against that part of the Gompers program which would prohibit the issuance of injunctions to effectually protect life and property during strikes.

Following the banquet plans were laid for the organization of open shop workmen for their own protection, and a call has been issued for a meeting of all those interested in the Stevens building at 2 o'clock on the afternoon of Sunday, February 8th. The call recites that since "the great mass of independent workers of this country (about 95 per cent) are not organized, and hence can neither demonstrate their strength, nor act in unison to maintain their independence in the strife for industrial freedom, steps have been taken to establish an organization for social and educational purposes, and aggressive defense against the labor union as conducted today."

MORE WORK THROUGH PUBLICITY

Address all samples and communications for this Dept. to Harry Albro' Woodworth, 43 St. Botolph St., Boston, Mass.

THE following letter, which refers to a criticism of a Christmas blotter made in the January number, arrived too late to be printed in the February issue:

Mr. Harry A. Woodworth, Boston, Mass.

Dear Sir:—Just a word of explanation as to the Christmas blotter kindly criticised by you in current National Printer-Journalist.

Our main reason for this idea was to get away, for once, from the time-worn "Merry Xmas," "Santa Claus," "holly wreath," etc., etc., "chestnuts" that have been thrown at the public so long that often (we think) they do not get a second glance.

As to the ethics of said idea, we debated this subject thoroughly, pro and con, when planning the blotter, and concluded that none but the veriest bigot or fanatic could be offended at likening our work marks in a business way with the Biblical star in the Scriptures, especially as we make absolutely no reference to Deity in any way. We were strengthened in this opinion, too, by the concurrence of several of our leading ministers, whom we consulted.

However, as you say, all this is largely a matter of opinion, and we thank you for your criticism even though we do not agree with you ethically, and we merely want you to know that we did not print this blotter unthinkingly in that respect.

We are enclosing our last Christmas blotter, which we believe wil be more in keeping with your ideas of propriety.

With best wishes, we are,

Very sincerely yours,

McMULLIN & WOELLHAF,

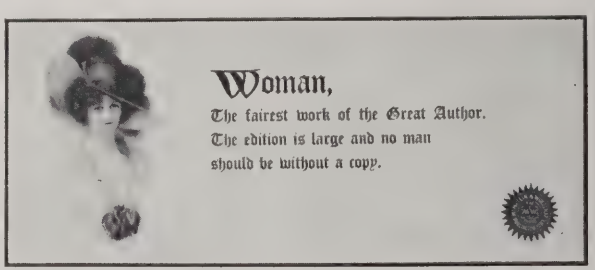
Burlington, Iowa. F. G. Woellhaf.

I am inclined to think that Mr. Woellhaff classes me with the bigots and fanatics, but I meant to imply that I was not expressing my own ideas of propriety, but only giving due consideration to what the ideas of possible customers and other recipients of the blotter might be. I still think many good people who are neither bigots or fanatics would not like the blotter, with its Star of Bethlehem displaying the work-mark of the firm to the shepherds on the plain, and its religious verse and sentence in which ancient holy writ is combined with modern advertising. And the very facts that "the ethics of said idea" were debated "thoroughly pro and con" in the shop of the better printers, and that they had to be strengthened in the opinion finally arrived at by the concurrence of "several leading ministers" whom they consulted, shows clearly that the printers were very strongly impressed with the same idea that I advanced. I would not, moreover, put very much stock in what ministers might say on being asked their opinion in such a case. They don't always say what they think even so much as we writers. The modern minister often dreads to be classed as a bigot or a fanatic, particularly by a newspaper man or a printer; and I say this with all due respect to the ministers, some of whom have a harder job than most people think, and all of whom are generally helped by their contact with those who do so much to spread the gospel by means of the printed word.

There are some who are not especially religious who would not consider the blotter in accordance with their ideas of the fitness of things, and these persons were doubtless duly considered in the discussion. "Merry Christmas" and "Santa Claus" will, let us hope, never get time-worn, but will have their freshness renewed year by year by the spirit that makes wayworn men and women renew their childhood in that festival of the child. And as to originality, these very printers showed their power to add new life to the Christmas spirit on the blotter I so freely commended, and am keeping for other Christmases. Such printing as McMullin & Woellhaf do is an inspiration of itself, and is accorded much more than even "a second glance."

For instance: (1a)

Here is a blotter with a quotation I have read and heard many times, but where else so



No. 1a

aptly, or possibly eloquently? Age cannot wither nor custom stale this tribute, any more than Woman herself, so long as it is so beautifully printed as on this blotter. The picture helps, of course, and the tones of the blotter are superb, as it is printed in brown, on deli-

cately tinted stock. It is a good and permanent advertisement for the Burlington printers, though there is never a word of what is generally termed "advertising matter," it being as modest as the masterpieces of the Great Author so attractively shown.

Am I inconsistent in praising this blotter, whereon Deity is mentioned? Not at all, I think; I do not, any more than James Russell Lowell, believe in "translating the fear of God into being afraid of Him"; and in spite of what I said about the other blotter, I think that if I thought any one would be offended by this quotation, I would let him go hang, whether a customer or not. But you, who held a session to discuss the possibility of the Christmas blotter's giving offence, do you not see the difference? Of course you do!

Here (1b) is the other blotter mentioned—in beautiful colors and tones, and exquisite wording. Is printing like this, even though it

No. 1b

shows Santa Claus with the reindeer instead of with automobile and airship (of which I confess I AM getting a trifle tired) outworn? I trow not.

Well, we're carrying Christmas well into the New Year in this installment, but its only in accord with the growing realization of the good time coming when every day will be Christmas, and that foe to Santa Claus, the high cost of things (except printing) will be a thing of the past.

Here (1c) is how this concern uses a commendatory notice from the National Printer-Journalist. Would I could give it in the original colors! For it is not only in arrangement and design that McMullin & Woellhaf excel.

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An "Electric Printer" Who Is "A Live Wire"

Perhaps I am a little too much like Macaulay—in one respect. He does not always give a just impression in his writings. This is because of this love for antithesis. There is a temptaton to this kind of contrast when a printer does work that is notably inferior to other work that admits of not the slightest disparagement. And then the work of Wright, the Electric Printer, of North Tonawanda, N. Y., had been so highly praised by able critics, without a word of suggestion as to the possibility of its not being of uniform merit, that perhaps I was inspired by Macaulay to be

No. 1c

a little more severe on what I considered its faults than I would have been if some one else had pointed them out. I had only the house organ of this printer, so very praiseworthy in some respects, before me when I wrote, and so

No. 2

I fear I did not give Mr. Wright his due as a tasteful and pleasingly original typographer. So I am showing a Christmas and New Year greeting of his (2) now, instead of keeping it till next year, as a specimen of unique arrangement whose very defiance of the usual as regards the printing of poetry, gives it a charm

that is supplemented by its other cheery features. The initial and rules are in gold; the ornament (not the figures) in red orange, and the remainder in purple. I hope the purple will be reproduced as well as it sometimes is. (By the way, I inadvertently used the word "purple" two months ago when I criticised Uneeda Biscuit advertising; my memory played me false, I should have written "blue." But either purple or blue are sometimes like ultra-violet in a reproduction; (they cannot be seen.) The stock is a sulphur-yellowed laid like a watered fabric, which gives a particular gleam to the gold. I am inclined to give strong praise to Mr. Wright for this production, besides appreciating its good wishes for good cheer and good luck and the turning of the new leaf which all of us can find to turn if we take fresh thought at the time of the new year.

✧ ✧

A Classic on Printers' Organization

"In my days of childhood, my joyful school days" I "handed in" an "essay" to my dear teacher on the poems of Will Carleton which seemed to be less acceptable than the blank piece of paper I submitted after being given as a subject for essay-writing, "The Results of Laziness." Will Carleton wrote far more of the former essay than I. My part consisted of such phrases as "'Over the Hills to the Poor House,' which is given herewith, is a very touching poem." Then I gave it therewith. The teacher said that my essay displayed commendable taste, but a woeful lack of originality.

On reviewing in what I might possibly term my maturer mind my review of the works of Will Carleton, I admit the taste, but not the lack of originality. Had I set the gems in an abundance of dross, I would have better pleased the soulless examiner, but I would have done just as the other pupils were doing. There is altogether too much criticism of really good work in this department as in other spheres of criticism and comment, and too little of quotation from the good work itself.

A booklet I have received from the Ben Franklin Club of Cleveland, O., is so good of itself that I will pass every word, every picture of it along to the readers of the N. P.-J. The booklet is not copyrighted, so I can do this without "fear"; in fact, I doubt not that the author, the printers, the artists, the engravers will all consider it "favor." For it was evidently a labor of love; every man who had his part in producing it had his heart in it; and the natural result is a work of genius. That its power for good will be greatly multiplied, intensified, by its reproduction in this magazine, whose articles on Cost System have attracted so much active attention, will readily be recognized by its makers. And that will be some of the reward they will receive this side of the Elysium of those who help themselves by helping others, and IN helping others, which is the Law of the Universe.

The name of the production is "Organization: Its Line of Types." The text is by Charles Foster McElroy, secretary of the Cleveland Club. The drawings are by Ray C. Parmelee, of Parmelee & West. Cuts by the Artcraft Co., linotype by A. S. Gilman Printing Co., printing by The Martin Printing Co. A labor of love, an all-round work of genius—and, let us hope of INSPIRATION!

But I won't keep you from the feast any longer. Here is the text, and the pictures (reduced)—read the pictures carefully, too:

ORGANIZATION
ITS LINE OF TYPES

Printers as a rule believe in organization—except for their own business. They are members of lodges, orders, clubs, societies and associations for every object except that of helping their own craft. They pay out so much in dues that they cannot afford to belong to something which shows where the money is to come from to meet those dues. They put in so many evenings in these other organizations devising new ways to spend their money that they cannot spare one evening a month to deliberate on how to make more money. In the State of Ohio the Ben Franklin Clubs and Typothetæ include only about 350 members, leaving about 1,400 printers still unorganized. Why is this?

It is partly because there are so many kinds of printers. Their viewpoints are different. Their methods are at variance. Their thinking is heterogeneous, confused and conflicting.

I shall sketch some of the prevalent types of printers whom I have met, and perhaps I can make you see why the work of organizing the printers is going on slowly, and why it is hard to hold some in line even after they do join. First, let me introduce to you:

The Know-It-All Printer

"The other printers are all blockheads. I have made more money than most of them, and I am the only one who knows how to run a printing plant. I don't see why I should join your club, because you

The copy of the other remarks of Mr. Know-It-All, the representative among printers of the large family in all lines of life, has been destroyed by an accident. They were voluminous, but we can spare them better than some of the more sophistically plausible backward class. For there is hope for those who reason in any way. Mr. Know-It-All is well-nigh hopeless; might as well leave him alone in his blow-ry.

No. 2—The Suspicious Printer

"What do you want me in the club for? Whose business is it what my cost is? Why do you wish to know how many employes I have in my departments? Why are you so anxious to have me come to your meetings? Why are you trying to pry into the secrets of my business? You fellows are just trying to find out what you can so as to take advantage of me. I don't think your intentions are honorable. You are all down on me and trying to put me out of business. Well, I can take care of myself, and I'll thank you to let me alone. And you, Mr. Secretary, will please transact your business over the telephone."

No. 3—The Alleged Specialty Printer

"I am in a division by myself. Your club is all right for those who do all kinds of printing, but I feature a distinctive class of work of which I have made a study, and no one can touch me on that. Of course, to fill in, I take jobs of commercial printing sometimes, just to please regular customers whom I cannot afford to turn down, but I never have to compete. I get high prices because my customers are fond of me. No ordinary printer could get that work if he offered to do

No. 3a

it at half my price. When I find two or three every-day garden-variety printers bidding against me on a job, I withdraw from the competition, as I do not care to have my customers regard me as being in such a low class. So you see the club would mean little or nothing to one on such a high pedestal as myself. In fact, I could hardly afford to associate with printers who take ordinary jobs of printing."

No. 4—The Embittered Printer

"Printers' organizations! Never again! We had one ten years ago, and the fellows made great promises of how we were going to stick together, and raise prices, and be brothers, and all that talk. But did they stick? No. It hadn't lasted

No. 3b

two months until one of the cowards took a job of letterheads at $3.75 for which we had agreed to charge $4.00; then one of them bid $5.00 less than I did on a $50.00 job. That proved to me that they were all pikers, and I brought my prices down to 25 per cent less than before the organization was formed, just to show them that they couldn't put anything over on me. So instead of getting any benefit I was worse off than before. The others wouldn't stick and I don't believe they ever will stick. I wouldn't believe one of them on oath. They are all cut-throats, cheap-skates, and molly-coddles. They have all got chicken livers and spines like slippery eels. I never could go to meeting and call one of them brother again. Count me out."

No. 5—The Vindictive Printer

"You want me to join your organization so that the printers can get better prices?"

I answer: "Yes, I think printing prices ought to go up all along the line."

"Well, then I would make $5 a week more than I do now, would I?"

"Why, yes, at least that much. You ought to make more in the long run."

"Well, now, let me see. Are Nutting & Quadders going to join?"

"I hope so."

"Then would they make $5 more a week, too?"

"Yes, I hope all the printers in town would make at least that much more."

"Well, then, not for me. I won't help to boost the game of Nutting & Quadders and my other competitors. I can sleep on a cot here in the office, cook my meals over a gas jet, and get along on $6 or $7 a week, and make the rest of the printers keep their prices down. I am not going out of my way to make money for the others."

No. 6—The Scared Printer

(Whispering)—"If I put in a cost system I would lose every job I've got. As it is now I figure that composition costs 60 cents an hour and job press work 40 cents. So I can sell my composition at 75 cents and press work at 60 cents and I think I am making money. But if I had a cost system and figured in interest and depreciation and a salary for myself it would raise my cost to $1 an hour on composition and 80 cents an hour on job press work. But if I tried to sell composition for $1 or more I would not get another order. I am better off to believe my cost is 60 cents, because I can sell printing on that basis. If I had a system which put the true cost before my eyes in black and white, it would give me so much nerve that I would ask the higher price. But since I could not get it I must not take liberty with my nerves."

No. 7—The Too-Busy Printer

"Organization is all right for people who have the time. But I get to my office at 6 o'clock in the morning and never leave before 9 or 10 at night. I work Saturday afternoons and often half a day on Sundays. I haven't time to read trade papers nor your literature, and when 10 o'clock comes in the evening I've got to get home and get some sleep. I can't come to meetings nor estimating classes because I think I ought to attend to my business instead of chasing out to club doings. If you could have the day consist of thirty hours I might talk to you."

No. 8—The Economical Printer

"A printers' organization, like salvation, ought to be free. You ask me to pay $3 a month dues. That makes $36 a year, $360 in ten years. $720 in twenty years, and $1,800 in fifty years. If I put this money into the bank and let it draw compound interest, in ten years it would amount to $500, in twenty years to $1,500, and in fifty years it would provide me an income of $54 a month. As it happens I haven't any money in the bank and haven't had for some time; but see how much better it would be if I could spare $3 a month and put it in the bank instead of throwing it away on an organization. It takes all the money I can scrape up to meet my pay roll and paper bills. I haven't discounted a bill for years because I'm so hard pressed. If I joined the club the dues would have to come out of my own pocket, and Lord knows I draw little enough out of the business now!"

No. 9—The Expanding Printer

"I can't afford to pay the dues because as soon as I get one press nearly paid for I always get another and let the payments go on. For the last fifteen years I have never had less than two presses to be paying for at one time. The only way to run a printing business is to keep buying new machinery. You have to grow to attract attention. I admit, part of my presses are idle most of the time, and most of them a

great deal of the time, but I mustn't throw any of them out because it would look as if I were going back. I have to put in more stuff to prove that I am progressive. So you see, to pay dues into an organization would interfere with my policy of expansion."

No. 10—The Discouraged Printer

"I don't think you can ever improve matters for us small printers. The big concerns with money seem to be able to make more, but we little fellows are down to bed rock and we are going to stay there. Conditions could not be worse, yet I don't see how you can make them better. We are all afraid of one another, and we have to be. We have to meet one another's figures because we must have work or starve. If we could afford to let our plants stand idle occasionally rather than take work below cost, we might accomplish something; but as it is we must have the money when we can get it, and if we can't get the job at a fair price we have to take it at the other printer's price. I think you mean well, but you are only for the large shops. You can't help the small ones."

No. 3c

No. 11—The Indifferent Printer

"Oh, what's the use! It doesn't make any difference to me one way or the other, whether I belong to the organization or not."

If he does join it makes no difference to him whether he pays his dues and comes to the meeting or not. When I bring up the subject he answers:

"Every time I got the notice of a meeting I thought I would come to the next one, but when the time came I didn't feel like it. Haven't we paid our dues yet? You don't mean to say we are six months in arrears? Well, I will speak to the bookkeeper. Each month I laid out your bill and intended to pay it, but when it appeared we were running close I let it go another month. I will take care of it sometime."

No. 12—The Satisfied Printer

This printer has for his motto: "Please go 'way and let me sleep."

"I have a cost system, which I devised twenty years ago and it comes near enough to the truth to answer my purposes. There is too much new-fangled nonsense in your talk of knowing exact cost, and learning to estimate accurately. I have my own methods, and while they may be peculiar, I don't see any use of learning all over again. I don't care to belong to your organization, for I wouldn't consider making any changes in my way of doing business."

Classification of the Backward Ones

Do you know these twelve printers—the Know-It-All, the Suspicious, the Embittered, the Vindictive, the Alleged Specialty, the Scared, the Economical, the Expanding, the Discouraged, the Too-Busy, the Indifferent and the Satisfied? Of course you do. At least you know some of them. I know them all. They are scattered all over Oho and the United States, and are represented in every town. Consider the fallacies in their positions:

The Know-It-All, the Indifferent and the Satisfied are the standpatters. In truth, they are not even standing still, but are slipping back. On a clear morning one can hear the screech of their coaster brakes.

The Suspicious and the Embittered bear a fatal resemblance to the man who, having a beam in his own eye, was concerned about the mote in his brother's eye. They have drawn a diagram of their own motives, not the motives of the other fellow.

The Vindictive man is our old friend who severs his organ of smell to ease a grudge against his countenance.

The Expanding Printer does not know that prosperity is measured not by volume but by profits, and that there is a maximum of efficiency above which size is a handicap. Instead of finding out how to get greater production from the machinery he has, he puts in more equipment to secure only the same output as before. The needless burden becomes an incubus on his own shoulders and on his business.

The Specialty Printer makes the familiar mistake of not tending to his own knitting, but rushing in where angels might fear to tread. (Don't you think angels would hesitate to dabble in printing?) A little knowledge of general printing is to him a dangerous thing. If he would take an active part in the organization he would learn not only how to handle general work to advantage but how to increase the efficiency of his specialty.

The Too-Busy Printer and the Economical Printer fail to see that we are overcoming the very things which hold them down. The Too-Busy Printer is using sixteen hours a day to make the profit he could make in eight if he only knew how. The Economical Printer is penny wise and pound foolish. He can make an investment of a few dollars a month which will return a hundred-fold as he gets better acquainted with the points which organization brings to light.

The Scared Printer only wants backbone. He knows he is wrong but he is afraid to know the truth. He lacks confidence in himself.

The Discouraged Printer has his eye to the ground. He cannot see the light breaking through the clouds, because his gaze is not turned in that direction. All he needs is to look up and to touch the friendly hands held out by his brother printers.

These types of printers as a rule do not belong to an organization. When you realize how immense is the number who qualify for these classes, is it any wonder that printers' organizations include only a minority of the craft? If they do join they do not get into the club work, and, not taking advantage of their membership, naturally fail to see any benefit from it and drop out.

Thank God I have not named over all the varieties of printers. There are others whom I have rejoiced to meet and to work with. Let me sketch a few of these also:

No. 13—The Printer Who Woke Up

"I am past middle age and have been in the printing business over thirty years. At one time I did a great volume of work and believed I was on the road to fortune, but for some reason my business went back. The more I did the less I had. I joined the Ben Franklin Club and learned that my trouble lay in selling below cost. Today my eyes are open.

No. 3d

I have thrown out most of my equipment, and at middle age I am starting all over again with a small shop. But this time I shall make good. Now I know my limitations. I believe in the printing business, and with the help of the Ben Franklin Club I am going to make a success of it."

No. 14—The Warm-Hearted Printer

He greets another printer with a handshake, a smile, and a light in his eyes. He believes that his competitors are good citizens like himself, all trying to make an honest living just like himself. The bond which unites him to his fellow printers is made of heartstrings. He rejoices if his competitor prospers, and sorrows if the other meets reverses. He tells me: "You are on the right track. I have no desire to rise by kicking any one else down. I want to see us all go up in

the scale together. You will receive my dues right on the dot each month and if you need any assistance besides, call on me."

No. 15—The Booster

"I never miss a meeting of the Ben Franklin Club. I never have a previous engagement. I never am detained at the office, nor prevented by visitors at home. I will go any distance in any kind of weather to be at the meeting. I talk Ben Franklin Club to every printer I see, and always try to bring a non-member with me to the meeting or estimating class. You can double my dues and double them again and double them again, and I will pay them gladly, because I have learned to make them a part of my cost of doing business and still have greater profits than I used to have before I joined. I'll gladly call on any other printer in the interest of the club, and I will serve on any committee you name and give you the best I've got."

The Woke-Up, the Warm-Hearted and the Booster printers are filling the printing business with sunshine, and are accomplishing results which benefit even the man who pulls back. Is it fair for these to bear all the burden?

Maybe you think this symposium would have been better suited for Mr. Sheasgreen's excellent department. But it is Publicity of the very highest order—and the kind of Publicity that should bring More Work and Plenty of It to printers like the one "Who Woke Up," "the Warm-Hearted Printer," and the "Booster." When the backward ones, whose business lies in the great forward science and art of printing, "wake up, warm their hearts, and boost their business, something will rise. They will thus benefit themselves and other printers, and all art and science, which is so dependent on their work.

The booklet will doubtless cause many a printer to see himself as others see him, and his business as men who really have studied printing, as a business, see it. It will "frae mony a blunder free thim, an' foolish notion."

I don't see how too much praise can be given the work of both Mr. McElroy and Mr. Parmelee. It is team-work—just what it is destined to promote. The writing is true humor—with its vein of practical and sound philosophy. And how expressive are the pictures—reminiscent of Hogarth, if not in their style, at least in their force and humor that is far removed from the mind-weakening inanity of so many modern so-called "funny" series. There is seriousness in the humor of both writer and artist, as there is in all true humor. And it has a mission—in this, too, it is like the work of the best humorists of all ages. May this strong production be the means of arousing the careless and the indifferent to Good Business—which is, after all, the white hope of this and other nations, and will be the forerunner of the promised years of peace. This is not preaching, but political philosophy.

✧ ✧

Boost and Help Others to Boost

I delivered lectures in three towns last year—three towns that needed nothing so much as advertising, in justice to themselves and to people who are looking for just such places to live in and to put their money in. I urged town boosting; and the minister who moved a vote of thanks in one town, seemed to like the lecture, but objected to the term "boosting." But I believe he had in mind the word "booming," which some Get-Rich-Quick Wallingfords hae gotten into disrepute. "Boosting" appears to be still "purest English undefiled." And the spirit of all the boosters' clubs and of the individual town boosters, that I know, seems to be pure.

Even where towns originally were far from appearing to be desirable localities for new residents and enterprises, the very spirit of getting-together has made them so. "Boosting" does not really seem to have ever been the word used in connection with unreal-estate swindlers. The booster is a good citizen of any town in which he lives and moves and has his being. All honor to him, and all the profit he deserves.

The local newspaper man is the booster-in-chief of many a locality. He is often the local printer as well; but many printers who are not publishers are nevertheless among the best friends a town has because of their boosting proclivities as well as on account of their other virtues. They have the advertising spirit; and modern advertising is a greater building, organizing, distributing, co-operative force than some-moss-covered economists appear to realize. Now that the publishers and printers are getting to be good, fully-recognized business men, through their own organizations, their own advertising, should they not be helping their locality? It is their right; it will be their recognized right if they make it so.

Get your merchants interested in boosting the town on their stationery, and help the town and your own business and the merchants' business to grow. And in this connection—

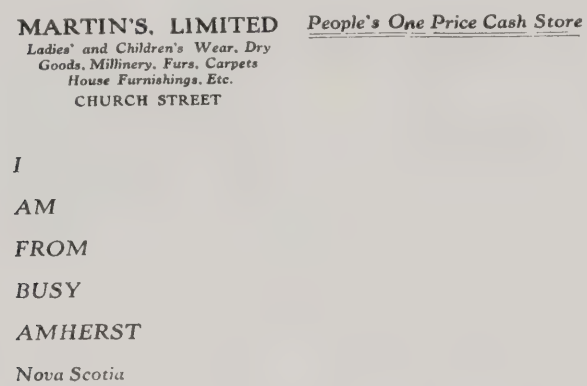
I want you to help me in helping worthy towns to grow and prosper.

Here (4) is an envelope which shows how a merchant in Nova Scotia is helping to boost his town on his stationery. I have been in that little city, which has the most wonderful history of development through a get-together spirit among its people of, I sincerely believe, any town of its size in America. It is a model city—in some respects it has any other place in America of eleven thousand or thereabouts beaten. It has the public spirit; but Nova Scotians, as one of them—the writer, Mark Twain—called "America's first humorist"—three-quarters of a century ago, are not boosters as regards reaching the outside world with

their story. Mr. Martin is a booster, however; president of an organization of boosters of a wider territory. He believes in advertising. And all that town wants now is direct advertising and such aid as citizens like Mr. Martin give, even in just such simple ways as the use of that envelope.

I want to help you, printers and publishers, to help YOUR towns to grow.

I have had a good deal of experiences in this line—have done much real estate and railroad



and city advertising of various parts of the United States through agencies who have been my employers. But I want to learn your experience as well as tell you of mine.

Can you send me whatever samples you have of such work as that reproduced, or more pretentious matter—work you have done in advertising your own business, and for others? I want to show how it helps printers and publishers to boost their town—and want to see you get your due reward for doing it.

Tell me your experiences along these lines for the benefit of N. P.-J. readers.

I never asked anything yet of you that I did not get; and I have passed it on, have I not?

The N. P.-J. is a bully paper—a really practical paper; and you readers have made it so. You have not lost anything by it, have you?

Tell our fellows what has been done in your town along boosting lines; how it has helped the town, and how it has—or has not—helped you. For it ought to help any one who participates in it. And you want to learn how.

What have you done to get your town to issue a booklet, say? And to follow it up?

Let me hear from you—soon, lest you forget.

I have gathered some knowledge that I hope will help you; but for a practical discussion that will be of the fullest advantage I ask your aid in giving whatever experience you may have had; and specimens of how you applied the boosting idea to the work you did for yourselves and your customers—and for your town, and your country, whose greatness is the prosperity of its component parts.

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To a Merchant Who Uses Big Space in Two Local Papers

I am glad to see local merchants who use space in the papers of their cities are taking so much interest in the typographical appearance of their ads; and I am sure such papers as the McMinnville, Ore., News-Reporter and Telephone-Register are glad too. In reply to A. F. Schilling, proprietor of the Fair at that place, I make these remarks, hoping they will help to bring him and the papers luck:

As to the various advertisements of your "13 Club Sale" you sent me:

I should like very much to know how your "Lucky 13 Sale" panned out and whether there were any persons that were hindered from buying because of the ancient superstition that the Thirteen Club did so much to explode.

Although I am a believer in illustration, I agree with you very largely that an advertisement where price is the main feature is rather better without illustrations of the various goods. It would naturally take a great many pages to illustrate such an advertisement adequately, and the reductions are so marked where the original price is quoted, and the cheapness of the other goods of which the original price is not given is so apparent, that I think you did just right not to have any illustrations. I believe, however, the advertisement would have been rather more attractive had there been a handsome cut with the words, "Lucky 13c Sale" on it. I presume that thirteen-leafed clovers are not particularly common in your locality, but I have in my museum a clover branch with this many leaves. Possibly the four-leafed clover and other emblems of good luck, such as the horseshoe and the left hind-foot of a graveyard rabbit that was caught in the dark of the moon would be appropriate for such a heading. More than that, I should like to see such a heading balanced by a nameplate. I believe you would find that a handsome nameplate would give your advertisements distinctiveness. In the different advertisements you have the words, "The Fair" in entirely different styles of type. The layouts of both the News-Reporter and the Telephone-Register advertisements are good for such a sale as this, and I like the text very much.

You have managed to obtain a pleasing uniformity in your paragraphs regarding the various items that you consider worthy of detailed description.

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For These Remembrances, Much Thanks

Christmas and New Year's are times that if we bring to them hearts of youth, are ever fresh and new. And if ours are not hearts of youth, so far as it is within ourselves to make them so, we have missed one of the benefits of the holiday season, that is all; and for us the gloom-god Charon is waiting, and the harbor bar is moaning like a composite phono-

graphic record of a discord of lost souls. The readers of the National Printer-Journalist are men who keep their hearts ever young, like Father Herbert and the N. P.-J itself. And it is with pleasure that I note how new are the ideas on the cards, folders, and booklets which have borne to me Christmas and New Year's greetings from many good printers. The wonder of the youthful thought is that is ever new, and as we are living in a new age, giving "new lamps for old ones" that are better than the old for making our twilights bright, our work should show that we have grasped the fact that new ways to do old things, to celebrate old occasions, are infinite. I think J. A. Hood of Asbury Park must be almost a hundred, as years go; seems to me I've known him that long—but here he drops into poetry, and his St. Nick is the liveliest representation of the old saint I ever saw—he's as lively as the Nick we generally associate with the word "old." And I haven't heard from James E. Ballard of the Tawas City (Mich.) Herald for fifty years at least, but he remembers yet, and sends me his smiling phiz in the center of an especially artistic folder. Wright, the Electric Printer of Tonawanda, N. Y., says he can help me "turn over a new leaf"—all right, send us some more new leaves like that on which your message is printed. A whole book of New Year poetry comes from the Wm. H. Pool Printing and Binding Co., Chicago. J. Orville Wood of Cleveland sends a message original as to wording, drawing and lettering—a poem in which he rhymes "good" with Wood"; it is good as to all the things mentioned, and also as to sentiment. Most Easy Budd of Burlington sends me—but I'll get even with you, "Buddie, my boy!" Have you read "Helen's Babies" and "The End of the Passage"? (Never mind if the rest of you do not understand my allusions; this is a private message to Budd; it wasn't found out till this Christmas, according to the London Academy, what one verse of "In Memoriam" meant—'twas a private message which only the dead man, the poet and a mutual friend could possibly understand. Some day, maybe, we'll know what the new laureate Doc Bridges was driving at in his Christmas poem.) I never saw a finer Christmas design of the kind than was sent me by the Cook Printing Co. of Los Angeles—but space puts up the sign, "Verboten," and I must hold discussion and reproduction of these and other good greetings till in advance of the Christmas and New Year trouble about a year hence. However, I must give the message, "To Our Absent Friends," sent out at New Year's by the Eaton (Colo.) Herald, as it is still timely, so would it be at any time of the year:

THE EATON HERALD

wishes you a Happy and Prosperous New Year and takes this means of assuring you that you are remembered by many friends in the old home at Eaton. The Herald and these old friends would like to hear from you. So just sit right down, and write a few lines to the Herald, telling about yourself, your new home, or anything you wish to say, and the Herald will be glad to pass it on to its many readers. We are trying to make this a big annual feature of the paper, and know from past experiences that it is a very interesting feature and that the readers enjoy the letters very much. Please sit down and send us a few lines in the enclosed envelope. "Do It Now."

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A Live New Year to a Live Newspaper Man—and Mrs. Kelso Also

Harry Albro' Woodworth, 43 St. Botolph St., Boston,

Dear Sir and Brother Quill Worker:—I am sending you under separate cover an issue of the Defiance Enterprise, printed in the town of Defiance, Iowa, population of about 475 very able and boosting souls, in a printshop that tries to keep abreast of the town where the editor and printer is a young man of twenty-six summers and many fall downs on different propositions, especially in the printing work, with about twelve years' experience, and the help of his wife of three years who has had two years of experience at the news cases.

This edition is composed of fourteen pages, counting the front cover as the first page and every blessed line, except the Christmas head lines, was hand-set in this printery, and by this big force. We have made a specialty of going to press every Wednesday, sometimes before breakfast the following day, with the Enterprise for some five years, in order to catch the Thursday morning mails.

We have been a reader of the National Printer-Journalist for the past two or three years and have read of the contributions of the boys of the trade and the helping remarks and suggestions of men in your place on this magazine—with great benefit to ourselves. We have never done any of the contributing, having had our hands full, but we feel justly proud of the sheet we are sending you and ask that you, if it isn't too much, call our attention to what would have made it better. We put this run on the press and set the whole thing in this shop and were only two days late, that is making the mail on Friday evening before supper time instead of on Thursday morning.

You will find enclosed in this letter an addressed envelope and stamp. This precaution is because we don't know whether you will find it convenient to use the columns of the Journalist—which is a greater honor than we can expect—for your comments and suggestions. We will close by saying we use the National Printer-Journalist to our advantage, and think it is growing better with every issue.

Thanking you in advance for the few precious minutes of your time we have used, we are,

Very truly yours, O. E. KELSO.

The Defiance Enterprise, Defiance, Iowa.

I would assure you, Mr. and Mrs. Kelso, that I feel more honored at receiving this letter than you can possibly be by being men-

tioned in these chaste columns. That you have profited by suggestions in the N. P.-J. you need not have written—the "Christmas Advertising Number" shows it. It is one of the finest issues of a local paper I ever saw. It would seem from one of the locals about Sunday closing that Mr. Kelso is the druggist and postmaster as well—but even if this is not so, that he can get out such a paper, with so many advertisements and such brightly written editorials and news matter, with so small a staff numerically is indeed remarkable. I suspect, too, the literary composition of the advertisements is by the very hand that picked out the letters one by one from the cases. A local newspaper man who can write good advertising matter has a great advantage as an ad solicitor—but where does this man find time to do all this work? Other newspaper men who say they have "no time" to do the things suggested in this and other departments may well ask themselves if they are using "all the time there is."

Mr. Kelso has adhered rigidly to the rule of "fewer series, plenty of sizes of each series, and plenty of each size." This in itself is a great saver of time—besides giving a chance to make such really artistic ads as those of the Enterprise. Taste has unquestionably been expended on the selection of the faces, too. The type in the full-page ad of the Defiance Lumber Co., for instance, consists of a very strong, pleasing heavy face—so strong that to use a very delicate light-face is strong, too, and there is a readable and artistic Italic display-face that gives a tone between that of the heavy and light faces. The holiday borders give a gray tone, wonderfully enlivened by the black of the caps and hair of the children. In fact, Mr. Kelso is a tone-designer in black and white—or does Mrs. Kelso set the ads?

The leading editorial is in three paragraphs, just as every editorial in the London Times had to be up to a few years ago—I don't know whether the rule is changed under the new management or not. The first paragraph shows that though the force ought to be "swelled up" as to such a production as the Christmas number, coming from a shop where only two persons work, it is not.

The second paragraph explains that their pride is in the business men.

The third paragraph is as follows:

> Our readers should think things over when it comes to doing their Christmas shopping and stay by the home merchants. They are the men that make up the town of Defiance and keep it in such shape that it is a leader of the small towns of the state. Take a good look at these columns and you can see where the bulk of your trading should be done. These columns represent to you just who it is that is keeping our town at the head of the list and are fighting to bring it into a higher and more prominent place each day. Trade with them.

That's good publicity for the merchants; good publicity for the town; good publicity for the paper.

Take a pride in your advertisers as well as in your town, brethren—and they will take a pride in you.

Do you suppose there is a merchant who ordered a full page or a half page in that Christmas number—and paid for it—that is not proud of the Enterprise? I believe the merchants are proud of their town, too, and that the Enterprise makes them so. I tell you, a town should be proud of itself for having such a paper go out of it, as far as Boston and beyond; and the good such a paper may easily do a town is incalculable.

Do you know, I believe Mr. Kelso gets paid for his ads? There appear to be no free write-ups; the ads are good enough without them.

There is a full-page ad of the Hulsebus Motor Company of Harlan, Iowa, and another full-page ad of the Rosmann Garage, Defiance. Some motor advertising in a paper in a town of 475, eh?

The Handkerchief Booth
Where you can buy the prettiest — daintiest and nicest handkerchiefs you ever saw All kinds and sizes in prices from
1¢ to $1.25 each
Something the girls like, boys
That Bazaar
Where?
The New M. E. Basement
When?
Sat., Dec. 13
The Apron Booth
Where you can find them from the smallest to the largest, all kinds and sizes, something all the ladies need, and you can buy them right
The Miscellaneous Booth
Here you can find almost any old thing you can imagine If you are in doubt as to what you want to give him or her for a Xmas present come and find it
The Pillow Case and Towel Booth
Every household must have Pillow Cases and Towels, you can find them at this booth at the right kind of prices
The Candy Booth
Who likes candy?
Who don't like candy?
"Nuf Said"
Dinner and Supper
will be served in the basement so you can just move over there early in the day and be at home Come and enjoy the day and evening A short musical program in the evening. Under auspices of Ladies Aid Society.

No. 9

The ad reproduced (9) is not so well or artistically composed as the most of those in the paper. But it is a good example of live, "different" advertising for a bazaar. Did the M. E. people pay for it? I trust so. It's a big mistake for a local printer and publisher not to get value for his space and his printing from churches, temperance organizations, etc., just as the butcher and the grocer do. It's better for the churches. Let the printer give in secret or openly, or both, all he can possibly afford, to organizations that do good to the public. The injunction not to give openly was

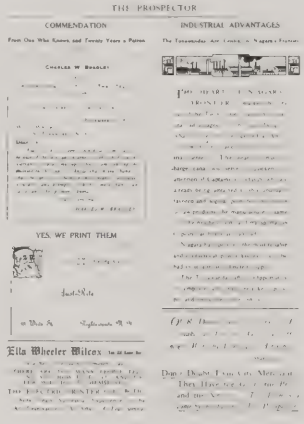
not made in an advertising age. It is good advertising to give to these openly, and far better than not to give at all. Give all you like secretly, of course, but what I'm getting at is that the printer or publisher gets more credit for $2 cash, than he does for $10 printing he gives to churches not his own, where he wouldn't give the cash. Credit on earth, I mean, of course. I don't know how much credit a printer gets who gives a vast amount of printing a year, doing work at less than cost, and doing it much against his will, often to the subdued tune of curses not loud but deep. And the printer should have the cash to do his full share in giving where his generosity is appreciated, and also in those quiet ways in which there is such genuine satisfaction, particularly if it is done with no thought of the hereafter, but of making this world we are living in now a brighter and friendlier place.

✧ ✧

Sincere Appreciation; and a Knock that I Hope Will Prove a Boost

"The Prospector—a Preachment of Progress and Prosperity" is more poetically, if not so liltingly, alliterative than "Peter Piper picked a peck of pickled peppers." The Prospector is a live wire running from the station of Wright, Electric Printer of North Tonawanda, N. Y., and is instinct with life and light. In other words, it is full of personality rather than prunes. It is alive with display of a somewhat extraodinary kind, but one that has distinct advertising value; and it is clear that Mr. Wright can be highly artistic wherever he feels that it will not detract from the advertising value of his typography. He has received so much commendation from higher authorities than myself that I do not think the suggestion that he pay more attention to details and their harmony will displease him or hurt him. I believe that he could exercise a little more restraint as to display and still exhibit that strong, live personality which has evidently charmed such masters of typography as Theo. L. De Vinne. But there is really too much display—and this is an advertising fault in advertising, as well as in art. And the use of Old English, spaced between the letters (which would give William Morris the horrors) and unspaced, right in with type that does not harmonize with it, never did and never will, is not good typography. (In other places the Old English harmonizes well with the types around it.) Then there are too many short lines at the bottom of pages, which detract from the unity of the type matter of the page. There is blankness enough in the considerable margins, without having so much at the bottom of columns. Were this very blankness on other parts of the page, it would make for advertising display and force where now it does not.

There is too much hanging indention where the white space runs into the margin and indention on both sides of matter for pages without column rules. I give a page (10) as an example of what I am talking about. The two panels of uneven width do not look well together. And the short dashes just above a cut or a reproduction should be omitted. That letter of Mr. Bradley is a very pretty piece of composition, and so is the article about the heart of Niagara's frontier. In fact, the composition of the most of the page is very good indeed. But evidently no attention has been paid to the page as a page! Throughout the pro-


THE PROSPECTOR

COMMENDATION

INDUSTRIAL ADVANTAGES

YES, WE PRINT THEM

Ella Wheeler Wilcox

No. 10

duction, there are bits of composition that show themselves to be the work of a positive genius, but the page or the ad as a whole is not good, though a little study would make it so, and the fine originality would be retained.

I see that the British Printer has given the Electric Printery a very flattering notice. The Prospector reminds me of some English advertising-printing, both in its faults and its excellences. The presswork, for instance, is admirable, and that the type is used with the greatest care, is evident. The proportions of the pages are very English, and attractive. I think Mr. Wright, if his head has not been turned or swollen by the many wholly appreciative notices he has received, has the power within himself to become one of the very best designers of advertising in the United States, and that will be "going" considerably. He has the Advertising Idea strong; he is a born advertising man. He has the faculty of taking pains, and I believe he will soon get into the way of exer-

cising it in his designing as well as in his press-work and—in spots—on some pages I have not reproduced that could be made excellent with but a few minutes' work. And to prove what I said about the Advertising Idea, I will simply quote two paragraphs:

"Cost you something!" said an observant and appreciative reader of this paper. Certainly it does! Application of our advertising knowledge, some "midnight oil," some paper and ink ingeniously blended—BUT, it evidences our absolute faith in what we advocate for others, and why shouldn't we spend? And it does bring gratifying results—bound to—its **Pulling Power is Electric Printing!**

WE WANT PROOFS

That You Read the Prospector and are One of Our Boosters

You can satisfy us by sending to the office of The Prospector your suggestion of some retail line of goods not now offered in the Tonawandas. A most excellent location is recorded in our files. And to further entitle you to the distinction of being a "booster" we ask you to write to anyone you know representing such line and point out the excellence of the Twin Cities as a retail field.

Don't forget! You can aid by doing your home town a good turn, in exploiting its advantages for some new retail line and as a manufacturing center.

Especially is that last editorial FINE! I hope it will be strongly suggestive to places bigger and smaller than North Tonawanda.

NEWSPAPERS OF AMERICA AND THE WORLD COMPARED

Interview with Dean Walter Williams at Sydney, Australia

NEWSPAPER-MAKERS, and especially those who have been associated with Past-President Walter Williams, in the National Editorial Association, will be interested in reading the following interview with him, published in the Sydney, Australia, Morning Herald, of January 21st, as to newspapers and his world mission:

There must have been great excitement in Boston on a certain day in 1690, when the first issue of the "Boston News Letter" appeared. For one thing, it was the first newspaper of any kind to be printed in America. But there was another, and stronger, reason. "In our second issue," remarked the editor, "we shall print the names of all the liars in Boston"—or words to that effect. Needless to say, there was excitement. With this news-sheet in their midst, it was felt that no man was safe.

But the second issue of that "Boston News Letter" never appeared. Whether it was a matter of poor circulation, or whether it was a matter of bribery and corruption, it is too late in the day to say; but the fact is that the paper died without further issue. One may see a copy of that momentous "Boston News Letter" in the archives of the Colonial Office in London. Fourteen years after—in 1704—it came out again, but it was a new thing, a more respectable thing.

The Professor's Story.

These facts were told to a representative of the "Herald" at the Australia Hotel last night by an American journalist of the veracious type—a journalist who looks more of an Englishman than an American—Professor Walter Williams, Dean of the Faculty of Journalism at the Missouri University, Columbia. Professor Williams may have written a doubtful story or two in New York, Kansas City, or St. Louis, where he worked for years in journalism in other days, but he is dealing in facts now—and getting facts about journalism in all parts of the world. It is enough to say he's from Missouri. It would be enough to say so in the States, anyway, for a "man from Missouri" is a man who wants to know things, and takes nothing for granted.

Professor Williams left Columbia, Missouri, on June 1 last, on a twelve months' tour of the world. His mission is to study the world's newspapers, and he is writing a series of letters for an American publishing syndicate on "Making To-morrow's World," telling in his own way of conditions as he finds them in the various countries he visits. He has already visited England, Scotland, Ireland, France, Germany, Russia, Holland, Greece, and other countries, making a study of general conditions, particularly the field of journalism. Now he has arrived in Australia, and from here will go on to China and Japan.

The Russian "Gaol Reporter."

A little while ago this American journalist stood outside the office of the "Nuvoc Vremya," in St. Petersburg, talking to a Russian journalist. A man passed as they were talking. "That is our gaol reporter," said the Russian.

"Have you a gaol reporter?" said Professor Williams.

"Well, we call him our gaol reporter. He's the man we send to gaol whenever we get into trouble. Quite a useful man here. Russian newspapers are always getting into trouble."

Strange as it may seem, however, one of the finest newspaper offices in all the world is in Russia. "That is the office of the 'Moscow Word'—to give the English translation," remarked Professor Williams yesterday. "I have met more journalists and seen more newspaper offices, I suppose, than any man in the world, and for having everything up-to-date, for comfort for the writers employed, for salaries, and indeed everything connected with the literary and news side of the paper, I have seen nothing finer than that Moscow newspaper office. Thirty years ago, the proprietor told me, he walked into Moscow with only a rouble in his pocket, and today the paper he established has a circulation of 300,000—the largest circulation of any paper in Russia. It is one of the world's great newspapers."

What Makes a Paper Great?

"And which is the world's greatest newspaper, in your opinion?"

"That is a question," he said, "which it is very difficult to answer. Most men would say the 'Times,' of London, no doubt; but what do we mean by the greatness of a newspaper? You have to judge a paper by the part it plays and the influence it wields in the affairs of the city, or country, in which it is published. The 'Times,' for instance, has but a limited circulation among a certain class. It has a powerful influence on that class, but on that class only. Recently I was talking to Lord Northcliffe, the proprietor, or one of the chief proprietors, of the 'Times' and the 'Mail,' and he said he thought they had made a mistake in reducing the price of the paper

from 3d to 2d. I agreed with him. They had not brought the price down low enough to compete with the other papers, and if it was more money they wanted they could have got it by increasing the price, even to 6d, for the people who take the 'Times' would take it at any price.

Nor are you to take it that the papers that are most often quoted in other countries are necessarily the greatest in the countries in which they are published. They may be quoted simply because they make a feature of international politics. The 'Cologne Gazette' and the "Neue Freie Presse," of Vienna, however, are two of the world's great papers.

"What is journalism? Journalism in Russia is a different thing from what it is in Germany, different in France from what it is in England, different again in England from what it is in the States. German newspapers are not at all particular about the sort of matter they publish, nor do they care much whether their news is a day, a week, or a month old. They are wanting in enterprise and energy. I like the French journalism. I like it for its cleverness and for its lightness of touch. They have in France what is known as 'cafe journalism.' You see the people devouring the 'Temps,' the 'Figaro,' and other papers in the cafes and in the streets, and discussing an article by this man and another by that man. For in France they have signed journalism. We have it, too, in the States, to a very large extent. They have it to some extent in Germany. They have it in Russia.

Signed Journalism.

"I believe in the signed article. Signed journalism is coming. I do not say it should apply to everything in a newspaper. To sign shipping news and market reports would be absurd. There may be objections to the signing of leading articles, though even these are signed in France. Signed journalism is not only a good thing for a good writer—and there will be no room for bad writers in the journalism of the future—but it has advantages from the standpoint of the owners of newspapers. It is good for the good writer, because he attracts attention and there is a demand for his services; it is good for the newspaper, because the public will buy the paper to read the articles that the clever and the expert men write. I discussed the subject with Lord Northcliffe, and found him to be in favor of it to a limited extent—that is to say, he does not mind it as applied to special articles, criticisms of art, music, the drama and literature, and things of that kind. When the proprietor of the 'Times' says that, it may be taken as a sign of the times.

"As for the future of journalism generally, I am of opinion that the best features of the best newspapers, no matter in what part of the world they may be published, will be included, and the rest will be discarded. Journalism has made great progress in the world since the days of the News-letters—though there was journalism before that. The oldest newspaper in the world is said to be the "King-Bao,' of China, which is hundreds of years old.

Public Service.

It is astonishing what the world owes to journalism. There can be no better training ground than it provides for public men. It is the profession which renders the greatest public service, and it is not surprising that some of the greatest of our public men should come out of journalism. They get to know men; they get to know what is required. You have seen it in England, where so many men prominent in the public life of the country have been, or still are, engaged in journalism. In France, it is more pronounced. Gambetta and Clemenceau were working journalists; Thiers was a man of letters. Take the United States: Whitelaw Reid, the late Ambassador to the Court of St. James, first distinguished himself as a special correspondent in the war between North and South, and he became proprietor and editor of the New York 'Tribune.' On his death, Mr. Walter H. Page, editor of the 'World's Work,' was appointed Ambassador in London. Mr. Thomas Nelson Page, the author, has been appointed Ambassador to Italy. Mr. W. J. Bryan has been for many years editor of 'The Commoner' at Lincoln, Nebraska. Mr. Roosevelt had no sooner left the Presidency than he took up journalism. Mr. Taft began life on a newspaper. Mr. Daniels, Secretary of the Navy, is a journalist. There are many more."

The Missouri School.

Professor Williams went on to tell of the School of Journalism, of which he is the head, at the Missouri University. "Ours was the first," he said, "and today there are about twenty-five of them. About half of them are really doing serious work, endeavoring to turn out able working journalists. The late Mr. Joseph Pulitzer, of the New York 'World,' left $3,000,000 to found and maintain a school of journalism at Columbia University, New York, and Mr. Franklin Matthews, of the New York ,Times,' who visited Australia with the American fleet, is now Professor of journalism there. A similar school has also been established at the free University of New York. Our teaching is also free. We have about 200 students among them a number from other contries, including one or two from China. There are 14 members of the faculty, of whom four are journalists of standing. Before we take a student to train him in journalism, he must have had two years college training in special subjects, such as sociology, psychology, economics, the science of Government, and at least one foreign language, usually German or French, though Spanish counts with us. Then he stays with us for three years. During the first year he is not called upon to do much, beyond learning the run of the office."

"The office?"

"Yes, we have our own newspaper office. We publish a daily newspaper, with news and advertisements, just the same as the other two papers in Columbia, with which we compete. And we make it pay. In his second year the student is sent out to gather news and write it up, under supervision. In his third year he is put on to interviews, special articles, and leader-writing. All the time he is keeping up his studies in the special subjects. It is a combination of the practical with the theoretical—and at the end of his course he passes his examination, and the degree of Bachelor of Journalism is conferred upon him. The young men who leave us are immediately engaged, and all of them 'make good,' as we say in the States."

Professor Williams himself has never taken a university degree, though several honorary degrees have been conferred upon him. "I never had the time for it," he said. "I began work at a very early age, and, like many another journalist, whose hours of work are so irregular, I never got the opportunity of going to a university. But my experience is that the man with a university education does not always make a good journalist. The qualities that make a journalist are not to be obtained at any university—or, I should say, were not to be obtained at one until schools of journalism were founded."

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

AS I pick up this Enterprise-Record-Chieftain, of Enterprise, Oregon, I have an unmistakable recollection of of having received a letter of introduction from Brother Cheney, or some other member of the creative force, supplying me with some valuable and interesting information concerning the methods and systems followed in the work of publication, etc., but although I have searched my files and ransacked my

NEWSPAPER CRITICISM, EXHIBIT No. 1

Enterprise Record Chieftain

- ALL AROUND WALLOWA COUNTY -

Gets $100 Verdict Against the City

W. P. NEWBY BOSS OF COUNTY ROADS

Measles Still Bad; 100 Cases In Town

CAR OF TIMOTHY BY PARCEL POST

Oldest Abstract Business Is Sold

Farm Expert Is Lost By Wallowa County

No 1

pockets, I cannot recover nor uncover it, so must content myself with reviewing the sheet as I find it here, without further guide. Let me begin by declaring unreservedly that the Record-Chieftain has the ear-marks of being a very thrifty and important publication in its field. The number of its six-columned, all-home-printed pages vary, I surmise, according to need, from eight up to twelve and sixteen. How nicely the front page is made up mechanically is clearly visible in the accompanying illustration (Exhibit 1) and this cut, too, will convey some faint idea as to the excellence of the contents. The Chieftain follows a system which I consider highly commendable—that of maintaining from issue to issue various regular features. For instance, one series consists of double- or triple-column half-tones of local homes, supplemented with brief descriptive write-ups, while another is a remarkably clever series of write-ups of the surrounding farmers, under the caption of "Rambles of a New Pilgrim Through the Promised Land." The work of getting up these regular features for the paper is done, I take it, by regular members of the staff, and they are both of such a character as to make many warm friends for the sheet. A fine budget of country news letters appears each week,, and some very creditable editorial work is done both in the news columns and in the editorial page proper. Articles are all headed up intelligently, showing more than ordinary conversance with the game. All mechanical features are nicely treated, also. The presswork is well executed, the straight matter linotyped, and the advertising man is a master, both in laying out his work and in composing it. He has created one particularly creditable full-page ad specimen, which I am prevented from reproducing herewith only by the fact that it appears on the reverse side of the front page shown as Exhibit No. 1. A newspaper like this possesses so many praiseworthy characteristics that one can hardly do them all justice in a single review, hence I invite future visits.

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Elliott, Iowa, Jan. 19, 1914.

O. Byron Copper, De Soto, Wis.

Dear Sir: Again I take the liberty to offer another bunch of my ads for your criticism in the National Printer-Journalist. Your criticisms of my work in the past has certainly helped me, and I want to thank you.

Yours truly,

O. E. BOOTH.

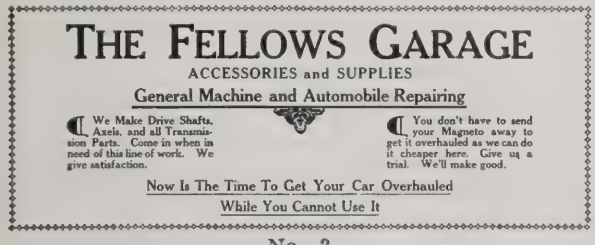
If it were not for the fact that I occasionally receive testimony like that voiced in the above

epistle from a frequent—but not too frequent—contributor to this department of the National Printer-Journalist. I should have long ago resigned my position as a writer of these critical paragraphs. But such messages as these assure

We Wish You
A Merry Christmas
And Have Made Preparations To Supply All Your Wants In Our Line
HERE you will find a complete line of variety goods, priced from 5c to 25c, such as toys, handy kitchen utensils, glass ware, granite ware, and novelties. ¶ Our line of groceries is always fresh, because we carry only pure food products and change the stock often. ¶ Our line of candies and nuts is as complete as any in the town, and we have a full line of fresh vegetables. ¶ In fact we can fix you up with everything you will need for Christmas; from the toys for the children to an elaborate dinner for all. ¶ We are expecting a liberal share of your patronage on the merits of our goods.
The Bee Hive
Elliott, Iowa

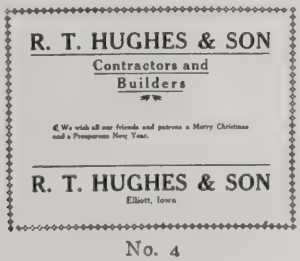
No. 2

me that in a measure at least my humble work in these columns has not all gone amiss—it has helped some men in the calling to do better, just as Brother Booth freely confesses that it has helped him. It is sometimes rather embarrassing to have one's work publicly picked to pieces in these departments of review, but those who have braved that danger, as a rule,


THE FELLOWS GARAGE
ACCESSORIES and SUPPLIES
General Machine and Automobile Repairing
¶ We Make Drive Shafts, Axels, and all Transmission Parts. Come in when in need of this line of work. We give satisfaction.
¶ You don't have to send your Magneto away to get it overhauled as we can do it cheaper here. Give us a trial. We'll make good.
Now Is The Time To Get Your Car Overhauled
While You Cannot Use It

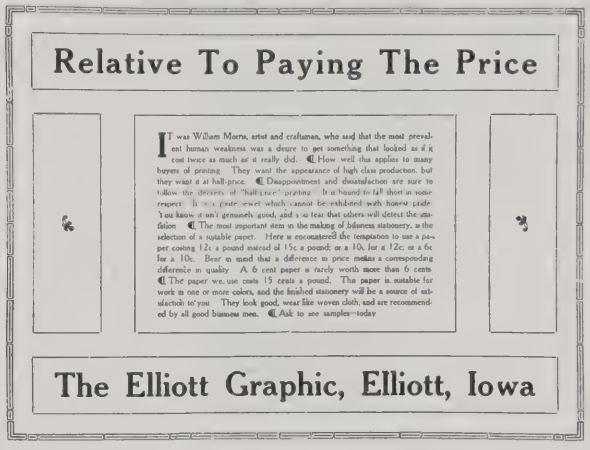
No. 3

are the lads that have eventually risen to high places in the calling. During my twelve years as editor of this department I have seen young printers, who came to me with their first efforts, rise to high and responsible positions, so I am not writing here of a thing that I have not seen proved out. The progressive printers, the printers who are really going to make good, are those who are finding out their weak points by


R. T. HUGHES & SON
Contractors and
Builders
¶ We wish all our friends and patrons a Merry Christmas and a Prosperous New Year.
R. T. HUGHES & SON
Elliott, Iowa

No. 4

getting their work reviewed in departments of criticism, the conductors of which are necessarily practical men of the trade, who can offer their constituents reliable advice. How good advice and personal effort to improve are telling in Brother Booth's composition is evident in the budget of ads which he has kindly submitted, some of which are shown herewith as Exhibits 2, 3, 4 and 5. The strong feature in these ads is their simplicity—and that's the great point in every pasterpiece. In the em-


Relative To Paying The Price
IT was William Morris, artist and craftsman, who said that the most prevalent human weakness was a desire to get something that looked as if it cost twice as much as it really did. ¶ How well this applies to many buyers of printing. They want the appearance of high class production, but they want it at half-price. ¶ Disappointment and dissatisfaction are sure to follow the delivery of "half-price" printing. It is bound to fall short in some respect. It is a paste jewel which cannot be exhibited with honest pride. You know it isn't genuineh good, and is in fear that others will detect the imitation. ¶ The most important item in the making of business stationery, is the selection of a suitable paper. Here is encountered the temptation to use a paper costing 12c a pound instead of 15c a pound; or a 10c for a 12c; or a 6c for a 10c. Bear in mind that a difference in price means a corresponding difference in quality. A 6 cent paper is rarely worth more than 6 cents. ¶ The paper we use costs 15 cents a pound. This paper is suitable for work in one or more colors, and the finished stationery will be a source of satisfaction to you. They look good, wear like woven cloth, and are recommended by all good business men. ¶ Ask to see samples—today
The Elliott Graphic, Elliott, Iowa

No. 5

paneled creation (No. 5) the Jenson ornaments in the two outer panels are rather unfit. Something long and slender would have been more congruous.

✧ ✧

Sumner, Miss., Nov. 21, 1913.

O. Byron Copper, De Soto, Wis.

My dear Mr. Copper: Please accept my sincere gratitude for the very complimentary reference you made to my work in the National Printer-Journalist for November. I have requested the publishers to send marked copies to a dozen of my relatives and friends.

I am enclosing a sample of our foreman's ad composition. How do you like it? I wrote the ad and designed it; Mr. C. H. Fulmer set it.

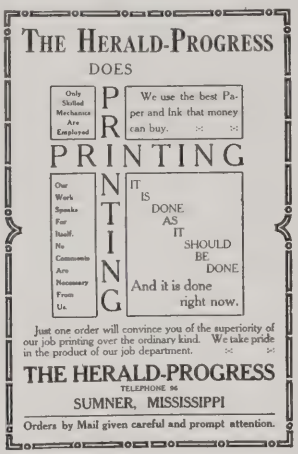
Kindest regards.

Fraternally yours,

CARLTON M. BROSIUS.

For the enlightenment of such readers as may naturally have forgotten, let me explain that my correspondent is the capable young editor of the Sumner, Mississippi, Herald-Progress, which I have been impelled to praise on former occasions. The advertisement to which reference is made in the forequoted communication is reproduced as Exhibit No. 6. Withal, it is pleasing; but its rather novel, acrostic-like nature hardly appeals to me, whose taste runs rather after the simplified. My keenest objection would concentrate against that word "DOES" out of center. Of course anyone can readily appreciate the reason for this unbalanced arrangement was to more closely retain connection of the thought; but I believe it would have puzzled few, had the word been centered. As a novelty, perhaps the ad is all

right, and I am sure the compositor has well done his part. It is part of my creed, however, that printers, particularly newspaper men, should studiously avoid everything savoring of the freakish in all their literature and advertising, thereby setting a good example for other users of printers' ink. But, let me also add


THE HERALD-PROGRESS
DOES
Only Skilled Mechanics Are Employed
P
We use the best Paper and Ink that money can buy.
R
PRINTING
Our Work Speaks For Itself. No Comments Are Necessary From Us.
NTING
IT IS DONE AS IT SHOULD BE DONE
And it is done right now.
Just one order will convince you of the superiority of our job printing over the ordinary kind. We take pride in the product of our job department.
THE HERALD-PROGRESS
TELEPHONE 96
SUMNER, MISSISSIPPI
Orders by Mail given careful and prompt attention.

No. 6

before closing, more printers should use advertising—especially more newspaper men. It shouldn't be a case of the shoemaker's wife going barefooted. Newspapers should use their own columns in bidding for more business, both in the subscription, advertising and jobbing departments. It pays. And I'm particularly glad to note that Brother Brosius is among the number who appreciates that it pays.

✧ ✧

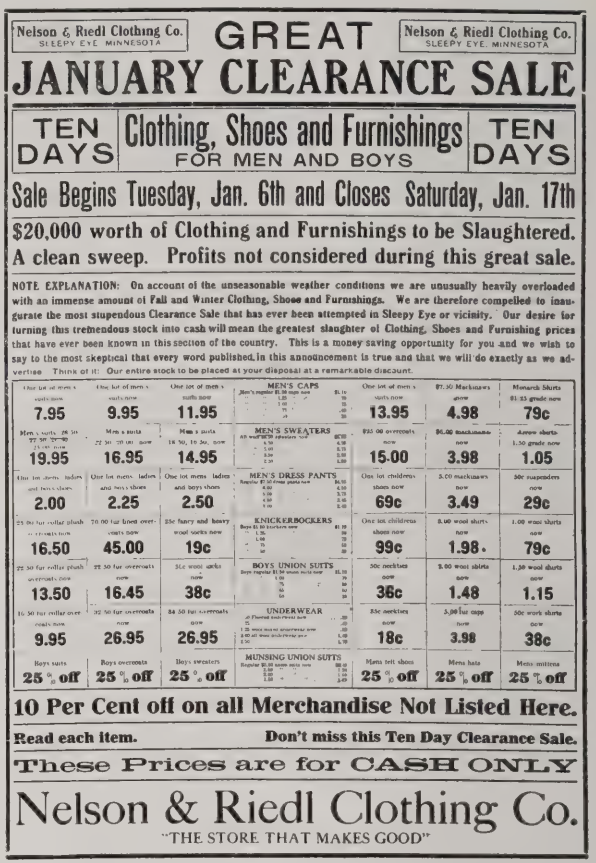
Sleepy Eye, Minn., Jan. 16, 1914.

O. Byron Copper, De Soto, Wis.

Dear Sir: Am sending, under separate cover, a full page ad of my own composition, which, if you consider it worthy, would be pleased to have you criticise and reproduce in the National Printer-Journalist. This ad was printed in the Sleepy Eye Herald-Dispatch and is the first specimen I have ever sent you. Thanking you in advance, I am,

Yours truly,
JOHN B. DIETZ, JR.

In my study of this specimen which I am happy to reproduce as Exhibit No. 7, I am convinced that this compositor handled the material at his disposal in a creditable manner. I take it he has been obliged to intermix faces of several different type families—some of which are not on the best of speaking terms—but by the way in which he has handled things the defect is reduced to a minimum of unsightliness. I must especially congratulate Brother Dietz on his evident careful attention to detail. As a rule he whites everything out correctly, although in point of the numerous little panels, containing the black-face prices, etc., the two descriptive lines ought to have been more connected, with less space between and more above and below. Otherwise everything appears to


Nelson & Riedl Clothing Co.
SLEEPY EYE MINNESOTA
GREAT
Nelson & Riedl Clothing Co.
SLEEPY EYE, MINNESOTA
JANUARY CLEARANCE SALE
TEN DAYS
Clothing, Shoes and Furnishings
FOR MEN AND BOYS
TEN DAYS
Sale Begins Tuesday, Jan. 6th and Closes Saturday, Jan. 17th
$20,000 worth of Clothing and Furnishings to be Slaughtered.
A clean sweep. Profits not considered during this great sale.
NOTE EXPLANATION: On account of the unseasonable weather conditions we are unusually heavily overloaded with an immense amount of Fall and Winter Clothing, Shoes and Furnishings. We are therefore compelled to inaugurate the most stupendous Clearance Sale that has ever been attempted in Sleepy Eye or vicinity. Our desire for turning this tremendous stock into cash will mean the greatest slaughter of Clothing, Shoes and Furnishing prices that have ever been known in this section of the country. This is a money saving opportunity for you and we wish to say to the most skeptical that every word published in this announcement is true and that we will do exactly as we advertise. Think of it! Our entire stock to be placed at your disposal at a remarkable discount.
7.95
9.95
11.95
MEN'S CAPS
13.95
4.98
79c
19.95
16.95
14.95
MEN'S SWEATERS
15.00
3.98
1.05
2.00
2.25
2.50
MEN'S DRESS PANTS
69c
3.49
29c
16.50
45.00
19c
KNICKERBOCKERS
99c
1.98
79c
13.50
16.45
38c
BOYS UNION SUITS
36c
1.48
1.15
9.95
26.95
26.95
UNDERWEAR
18c
3.98
38c
25% off
25% off
25% off
MUNSING UNION SUITS
25% off
25% off
25% off
10 Per Cent off on all Merchandise Not Listed Here.
Read each item.
Don't miss this Ten Day Clearance Sale.
These Prices are for CASH ONLY
Nelson & Riedl Clothing Co.
"THE STORE THAT MAKES GOOD"

No. 7

be quite right, the compositor having shown a fine sense for balance and symmetry.

✧ ✧

Ohio City, Ohio, Jan. 14, 1914.

O. Byron Copper, De Soto, Wis.

Dear Sir:—Under separate cover I am sending you a recent issue of The Progress. I would like to see this criticized through the columns of the National Printer-Journalist for which I have recently sent in my subscription more to watch your department than anything else.

Respectfully,
THE PROGRESS,
E. G. Spade.

I am certainly proud of this contribution—not wholly because I am flattered with the brother's confession as expressed above—but because it is indeed a valuable addition to this "little red school house of journalism." Brother Spade (thank heaven here's a case where I need have no hesitancy in calling a Spade a Spade) is really a wit. Now, of course, I am not ignorant of the fact that among the great army of home newspaper makers there's a lot of wits—but this Buckeye editor is quite a few points above most of the witty ones—if in nothing else he scores higher, through the fact that he also possesses the energy, too, to put his wit into printable form and then print it. His lead-

ing article, "How to Break a Cow to Milking Scientifically," constitutes a humorous sketch replete with as much crisp fun and laugh-provoking situations as anything Bill Nye or Mark Twain ever produced. Outside of this, too, the editorial work is creditable, the editor's ability at handling English being evident. He not only gets up his news features in an attractive, readable shape, but he also produces a column or more of excellent editorial dope, all of which possesses the right ring. In Exhibit 8 I have the pleasure of showing a miniature of this excellent paper's first page. How clean and dig-

OHIO CITY PROGRESS

VOLUME 6. OHIO CITY, VAN WERT COUNTY OHIO, FRIDAY, DECEMBER, 5, 1913 NUMBER 1

How To Break a Cow to Milking Scientifically

Can Have A Fit

Money's Worth

"Box Car" Grocerymen Take Our People "In"

Is Known Here

Corn Boys Having Trip of Lifetime

A Business Deal

No. 8

nified it appears is at once apparent, as is also the symmetry of makeup and the correct length of head lines and pyramid masses, With the exception of the manner of arranging the displayed advertisements in pages 4, 5 and 8, every feature of the mechanical makeup of this sheet is properly done, and these ads ought all to be arranged to the right-hand sides of the pages and graduated according to size in perfect method, as I have so oft explained. Then no one could find a flaw in this paper. The advertisement composition is simple in style, strong in display and clean in aspect, while the press work is all that could be asked. Returning again to the initial page, I do not exactly like the omission of the head rule between the title and the date line, but otherwise I very much admire the good taste and high degree of care manifest in every column. I hope Brother Spade will not let this be his last call on us—for such inspiring contributions are good for this department and its purpose.

✧ ✧

Clark, South Dakota, Jan. 14, 1914.

O. Byron Copper, De Soto, Wis.

Dear Sir: Am enclosing sample of a five column page poster gotten out by myself yesterday. Would be pleased to see it reproduced and criticised in your department of the National Printer-Journalist if you can see anything good about it. Don't hesitate to roast the dickens out of it if it deserves it. The ink used is the worst feature I can see, besides the bum "W" initial used in the signature. You have certainly handed me some nice comps. on past samples, which I assure is appreciated.

Yours truly,
ROY A. BAST,
Mgr. Clark County Courier.

When a printer gets able to produce such extraordinarily perfect specimens of printing

W. H. White's Mammoth Sale

WICK PIANOS

Sale Positively Closes January 21, 1914

Is there a Piano in Your Home?

We have made arrangements with the Wick Company to ship a carload of Pianos which we will make special prices on to prompt purchasers. These pianos will be on display at our store for Ten Days only and any one interested in buying a high grade instrument should not fail to come.

Do You Expect to Own a Piano?

If you do you can make no better choice than a Wick; the factory, located at North St. Paul, Minnesota, is one of the finest equipped factories in the world for building a high grade product, insuring buyers that they are getting an instrument of the highest type, backed by an iron-clad guarantee.

These Are Strictly High Grade Pianos and Player Pianos

Terms to Suit Purchaser; Old Organs Taken in Exchange

Free Stool, Free Scarf, Free Delivery Our aim in bringing this carload of beautiful instruments to Clark is to acquaint the residents of the community with the tone, construction and truly artistic qualities of this piano Car lots have recently been sold at Oldham, DeSmet, Iroquois, Brookings, Estelline, Elkton, Roswell, Wessington Springs, Carthage, Artesian, Cavour, Emery, Mitchell, Huron, Volga, Willow Lakes, Bryant, and many other South Dakota points, and there is not a dissatisfied purchaser among the hundreds who have placed one of these instruments in their home. We guarantee to save you $100.00 on your piano purchase, so come and look at the beautiful pianos whether you intend to buy at present or not. You will eventually buy a Wick piano if you do come. Free demonstration of the Wick Player Piano every day during the sale. If you have a friend who is a good judge of pianos, bring him with you.

The Opportunity You Have Been Waiting for Is Right Here

W. H. WHITE, CLARK, S. D.

Courier Quick Print, Clark, S. D.

No. 9

as this poster or advertisement from Brother Bast (Exhibit 9) he shouldn't be at all surprised if an honest critic like me is impelled to hand him a few well deserved "comps.", for, as I have oft remarked before, it is as much a

critic's duty to adore as it is to deplore. This is a beautiful example of perfect panelling. I fail to detect the slightest flaw in the entire creation. Without question it is a piece of art poster work, yet I ask the reader to please observe that everything is simple—there is no trace of straining for effect. Without doubt the compositor has been allowed liberal license with all his copy, to achieve such ideal results in filling his panels without the presence of short end-lines; but, if printer's customers only knew the advantage of it, more printers would be given such license. Truly, it will do any printer's heart good to contemplate this excellent specimen, and incidentally it may improve his own taste and product.

✧ ✧

Those unfortunate brethren behind the bars in the state penitentiary down at Huntsville, Texas, have favored me again with a copy of their Monitor Magazine, for the month of January, 1914, which is a fine creation—proving to me, if nothing else, that those fellows are not bad, else they couldn't turn out so creditable a little magazine as this is. I do not wish to appear pessimistic, nor as disparaging to

No. 10

freemen, but I cannot forego here the expression of a conviction that has lately taken possession of me, namely, that there's very little difference, after all, between the people on the two sides of the walls of penal institutions. Striking an average, I presume, there are quite as large a per cent of dangerous men at large as there are in custody of the law, quite as large a per cent of bad men, quite as large a per cent of good and true. One thing I am certain of, however, and that is that some good printers some times go to jail, more's the pity, and some good ones have, luckily or unluckily, got into the state bastile at Huntsville, Texas, as this fine copy of the Monitor verifies. I am going to try and show the neat cover of this January number (Exhibit 10) which was in three-color printings—green, red and brown. It is surely indicative of good taste, as are all the magazine's pages. Some very rare bits of philosophy are printed under the caption of "Penal Patter," and beside there are other departments of creditable stuff, showing that at least some of the inmates of the Huntsville prison are thinking wholesome thoughts—a sure sign of improvement.

✧ ✧

Withee, Wisconsin, Jan. 17, 1914.

O. Byron Copper, De Soto, Wis.

Dear Sir: We are mailing you under separate cover a copy of the front page of the Clark County Journal, printed on book paper, which we would like to see reproduced and printed in the National Printer-Journalist, with your criticism.

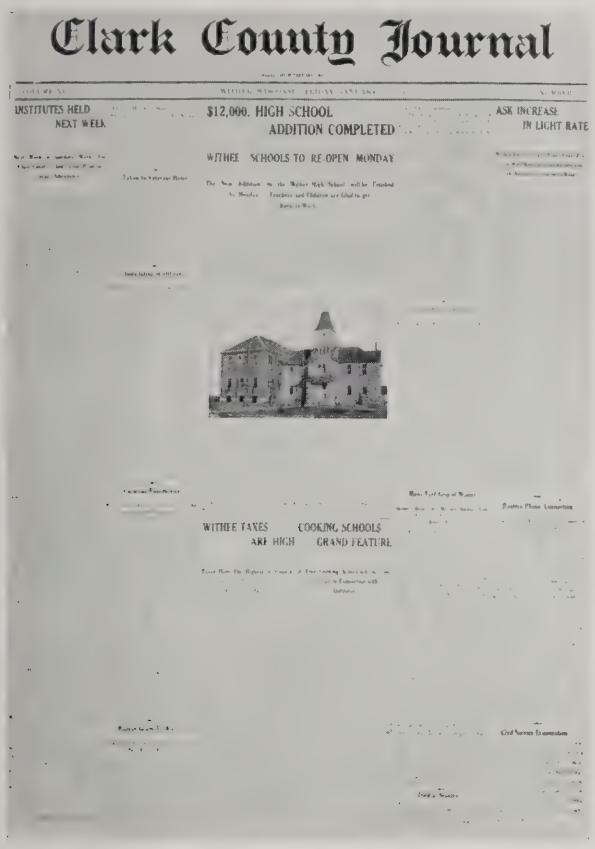
If you see fit to reproduce this, we would like to have you send us the cut for which we will pay, on receipt of your invoice.

Yours very truly,

A. W. LANG, Editor.

It is a pleasure to comply with Brother Lang's request, as recorded in the foregoing missive, and reproduce his Clark County Journal front page herewith as Exhibit No. 11 in this installment of Newspaper Criticism. In the main, this is a very tasty and attractive newspaper page; but in detail there are several things that might easily have been improved. The thing commanding admiration is the fine symmetry of the page and the live, newsy articles, etc.; and the most deplorable feature is the imperfect manner of thinking out the head lines. When rightly done, the writing of a double- or triple-deck newspaper heading is not one of the simplest things among editorial duties. In my code there are several rules which should be strictly adhered to. First, in headings of the style followed in the Journal (Exhibit 11) each of the two principal lines, as nearly as possible, ought to consist of the same number of letters, so as to appear of equal length when printed. Next, with respect to the inverted pyramids, they, too, should always be of as nearly the same size and shape as possible, which is achieved by having a fixed average number of words in each. Another important rule to observe is to repeat no word of importance in the pyramid that has already been used in the main lines. Still another desirable practice is to have the main lines in a "stair-step" head of good length, say not more than within two ems, and preferably about an em and a half, from the end of the measure; which is to say not more than two ems indention. In case of single-column double-deck heads the dashes between decks should be about three ems pica in length, whereas those in double-

column heads may be as long as six and a half ems pica, gradually growing less in size toward the end of the heading. Another point which all careful make-ups are particular about, and that is to see that each column is so justified as to bring the bottom line in perfect alignment


Clark County Journal

INSTITUTES HELD NEXT WEEK

$12,000. HIGH SCHOOL ADDITION COMPLETED

ASK INCREASE IN LIGHT RATE

WITHEE SCHOOLS TO RE-OPEN MONDAY

WITHEE TAXES ARE HIGH

COOKING SCHOOLS GRAND FEATURE

No. 11

with the lower printing point of the face of the column rules—and he sees to it that all the bottom rules exactly correspond in length.

✧ ✧

Russellville, Mo., Jan. 19, 1914.

O. Byrofi Copper, De Soto, Wis.

Dear Sir: We are sending under separate cover a copy of our issue for December 12th and a double page poster which was taken from an ad which appeared in a recent issue for your inspection and criticism. We realize that the presswork is not up to standard, but since these were issued we have thoroughly overhauled our press. Any cirticism you may offer will be highly appreciated. Thanking you for past favors, we remain,

Yours truly,

R. H. PARKER,
C. O. WILLIAMS.

I know of no other newspaper that is so well and appropriately named as this Russellville Weekly Rustler. The copy of the sheet which the two above subscribed brethren have so kindly submitted to me is from one of the pre-Christmas editions, and is replete with more real liveliness than two editions of most country papers can show up. Rustler!—there is surely inspiration in a name! Every mother's son connected with this sheet seems to be a

Russellville Weekly Rustler

THE FARMER AND STOCKMAN'S FRIEND

VOL. XVIII RUSSELLVILLE, MISSOURI, FRIDAY, DECEMBER 12, 1913 No. 24

FARMERS SELL $10,000 WORTH OF TURKEYS

NEWS NOTES FROM THE COUNTY SEAT

INTERESTING NEWS FROM CALIFORNIA

WORKED THE ROADS

RAW BANK FAILURE.

CALHOUN SATISFIED

MAKE YOUR PRESENTS COUNT

No. 12

rustler from the ground up. As I started to say, this copy before me consists of sixteen

Santa Claus Has Arrived

And as Usual Will Make His Headquarters at Our Store

The gladsome Christmas time is again drawing near and we are showing one of the largest lots of Christmas Goods, Toys, Presents, Etc., ever displayed in Russellville. Learning by the experience of last year's business and knowing that the Christmas trade this year would demand a more varied assortment than in former years we have bought more than double the amount of goods this year as we carried last Xmas We earnestly solicit a call from our customers and friends to come in and see the large line of Christmas tricks now on display at our store. Our store is recognized in this community as the most satisfactory place for gift selections. This year we more than sustain our popularity, for stocks in every department abound with dependable merchandise secured by special concessions in price, insuring for our patrons the very lowest price procurable in practical gifts for Xmas Below we give a few suggestions for practical and appreciative Christmas presents which will no doubt help you in making your selections

Beautiful Life-Like Dolls

Furniture for Christmas

Give Her a Toilet Set

All Kinds of Pretty China

Toys for the Little Ones

Candy! Candy! Candy!

The above are only a few of the many pretty things we have to offer the trade for Christmas. Space forbids us enumerating every article that would make an acceptable gift. We cordially invite you to call and inspect our stock and be convinced that Santa Claus has made his headquarters at our store

Scrivner-Smith-Morrow Mer'tile Co.

"Star Brand Shoes Are Better"

No. 13

pages—the Rustler is a neat sheet of five columned pages—and the way these local adver-

tisers have patronized these neat pages is a caution! And it's a source of great satisfaction to me to note that in every instance the service those advertisers got from every mechanical point of view was strictly first-class. But I

Don't Pay More
A Low Prices for Good Clothes A
You can pay more than we are asking for these Fall and Winter Clothes but unless you pay a great deal more you cannot get clothes of equal quality. If you are limited in the price you want to pay for your new suit or overcoat that is the one important reason why you should come to this store. We sell better clothing for the money than any other store. No other can compete with us for we are the exclusive agents for the best line of popular priced clothing on the market today—SPERO, MICHAEL & SON, "Clothes that Satisfy" If you are willing to be convinced that good clothes are not necessarily high priced, we are ready to submit the evidence. You can pay more but you cannot get more.
See Our New Style Ladies' Cloaks
No one will dispute that winter is here and no one will dispute the fact that we have the prettiest line of Ladies', Misses' and Children's Cloaks ever brought to Russellville after you have seen the display at our store. These cloaks are positively the latest styles and the effects are something beautiful. Better come in and get the pick of the bunch while the stock is complete There's lots of good service in one of our moderate priced cloaks and the style is absolutely correct. You must see them to appreciate them
Schubert Mercantile Company
"Clothes that Satisfy" Russellville, Mo.

No. 14

don't want to begin talking about the excellent mechanical features just yet, lest I overlook some of the many other good points. There's really no bad feature in the Rustler. Typography, mechanical makeup, editorial work, contents, ad composition, presswork—all are eminently high grade. Exhibit 12 shows the delightfully correct front page. This illustration

MAKE YOUR PRESENTS COUNT
See Our Beautiful Display of Guaranteed Silverware
We Guarantee Every Watch Purchased at this Store
In giving Christmas Presents to friends or relatives it is the desire of the giver to give something that will be appreciated by the recipient In other words Christmas is a time when we show our esteem for our friends neighbors and relatives Nothing could make a more acceptable gift than a nice gold watch, set of silver knives and forks spoons, a pretty bracelet, ring or a thousand other things that we might name that you could select from our stock and be satisfied that the receiver would appreciate. A nice gift for mother would be a set of
ROGERS 1847 SILVERWARE
I have this ware in several pretty designs and when you buy Rogers 1847 you can rest assured that you are getting the best article that it is possible to produce. Christmas is only a short time off and it is high time that you were making your gift selections. Come in while the stock is complete and we will help you select something that will be highly appreciated. Our store will be open evenings until Christmas
Rings—All Sizes and Kinds from $1.00 up
Large Assortment of Stick Pins and Cuff Buttons
Lockets We have a large assortment of Lockets at all prices
Thompson, The Jeweler, Russellville

No. 15

will give a hint of the many fine headed articles, and then there are country correspondence galore, personal mention items, exchange clippings, stock and farm news, editorials and other things of interest, not least of which is the abundance of fine, live advertisements. It certainly ought to be a source of pardonable pride to Brothers Parker and Williams to know that they are identified with the making of such an ideal sheet. The advertisement composition is no less a delightful feature than any of the other ideal points mentioned. The men who are responsible for the work are past masters in the printing art, as I can easily prove by showing a few of the best specimens as Exhibits 13, 14, 15.) And a very creditable piece of

LOOK! READ! WAIT! ATTEND OUR
Big Pre-Inventory Sale
Beginning Monday, Jan. 5th—Closing Saturday, Jan. 10th
DURING THIS SALE WE WILL GIVE
10% DISCOUNT
on every article in our store—room, including our famous line of JOHN DEERE vehicles and farm implements
SCRIVNER-SMITH-MORROW MERCANTILE COMPANY, RUSSELLVILLE

No. 16

work of the kind is the double-page ad-poster, mentioned in the foregoing letter and reproduced here as Exhibit 16. Note the exquisite treatment of details, the fine balance, strength and propriety of display and the artistic layout and excellent symmetrical beauty of this example as a whole. Truly, it is the work of competent printers. Here's thanks to them for the contribution and best wishes for the future success of the Russellville Rustler and its capable makers.

✕ ✕

Wheaton, Minn., December 19, 1913.

O. Byron Copper, De Soto, Wis.

Dear Sir:—Under separate cover I am sending you a copy of the Christmas edition of the Wheaton Gazette-Reporter, which with the cover, contains forty pages. If you think any of the ads are worthy of reproducing I would be pleased to see them together with your criticism in the National Printer-Journalist. This paper was gotten out by the regular office force of two men, besides myself, with a big rush of job-work to care for besides.

Yours very truly,

J. W. MILES,

Mgr. Gazette-Reporter.

Thus far in this bunch of fine Christmas editions we'll all have to take off our hats to this of the Wheaton Gazette-Reporter, consisting of forty pages, inclusive of the handsome American Press Association colored cover, and not a flaw nor fault that I can discover to kick about. The touch of "the hand of a master" is

in evidence in every page. This is a real special edition. It contains a lot of special matter, profusely illustrated, including a highly commend-

HOLIDAY GREETINGS
GIFT THINGS
IN the way of suitable presents for little folks, young people and adults, we now have in stock an exceptionally fine assortment of unusually well made pieces in gold, silver, cut glass, leather and gem set jewelry. If you are wondering what to give, to the one who would be most pleased to receive, let us be of service to you. What is new we have—what is standard we carry—what is really worth giving you will find on our shelves.
IMPORTED AND DOMESTIC
Ivory Toilet Articles
TOILET ACCESSORIES
VIKING SILVER
The Wandering of the Vikings
THE GIFT OF TASTE
JEWELRY
LAVALLIERS
NECKLACES PENDANT
$1.00 to $10.00
We Have a New Watch To Show You
Ingersoll-Prenton
$5.00 to $15.00
LADIES' WATCHES
$5.00 to $40.00
MOORE'S Fountain Pen
It Sells Itself
$2.50 to $7.00
Given For Xmas, Cherished For Life!
LOCKETS
$1.00 to $8.00
DIAMOND JEWELRY
DIAMOND RINGS
Silverware
Everything for the TABLE
CHARACTER IN SILVERWARE
75c to $25.00
The Crowning Touch
HAWKES GLASS
$1.00 to $10.00
FREE ENGRAVING
M. P. LOVGREN
JEWELER AND OPTICIAN
We Wish All Our Patrons A MERRY CHRISTMAS and A HAPPY NEW YEAR

No. 10

GIFTS for the HOLIDAYS
Let Your Christmas Gifts Be Useful Ones
WHEN you think of purchasing a sensible present, one that will last and prove of benefit thru the years to come, contributing to both the pleasure and comfort of the recipient, you may turn your attention to the list submitted below, and among those named you surely can find something suited to any age and to any person. We have taken pains to select such as will commend themselves to your best judgment, and have priced every article so as to make your money go just as far as possible. Our stock is complete and well assorted and of a quality that you need not hesitate to offer to your best friend or relative
A Remarkable Handkerchief Display
HAND BAGS
LADIES' BELTS
UMBRELLAS
SUSPENDERS
SHIRTS
MUFFLERS
We are showing a beautiful display of Laces and Embroidery. All styles.
For FATHER, MOTHER, SISTER, BROTHER and the BABY, too.
ARMOR PLATE HOSIERY
is the only line recommended all over the country. Winter weights in Silk, Cashmere and Cotton. Prices
25c to $3.00
Ventilated Gloves
Dainty Neckwear for Christmas Gifts
Ladies' Fine Gloves
---SPECIAL SALE---
OUR ENTIRE LINE OF
Ladies', Misses and Children's Coats
ONE-FOURTH OFF
$5 Garments $3.75 $8 Garments $6 $15 Garments $11.25 $20 Garments $15
O. O. NORDRUM
THE CORNER STORE - - - WHEATON, MINNESOTA

No. 11

able write-up of the town, in which I should judge no firm nor business man worthy of mention has been overlooked. It is all certainly indicative of the wonderful thrift of the place and

when I have added that everyone of these big masses of display are veritable masterpieces of the typographic art, wonder may well grow apace. To prove this I must show a quartet

MERRY CHRISTMAS
We Are Ready for Christmas
There are many good reasons for buying Christmas Gifts early. Better assortments, better attention, better deliveries. The best reason we know is that you will have more time to learn what a lot of things we have that, being more or less exclusive in design, are always high in quality and therefore most suitable for gifts. These are a few of the things you should have on your Christmas list, they will surely appeal to you.
CHRISTMAS comes but once a year. A man shaves every day of his life. Give him a Keen Kutter SAFETY RAZOR. Three minutes with this razor slips the beard off, leaves the face fresh and cool, gives him snap and brace and makes the day's work go like a song. A gift that will please
A Fine Line of Skates for the boys and girls.
Holiday Gifts of Silverware
Aluminum Cooking Ware
What more appropriate gifts could you select than Aluminum Cooking Ware? We have a fine stock and invite inspection.
KEEN KUTTER TOOLS and CUTLERY
We Extend the Season's Greetings to Our Friends and Patrons
Erickson & Hellekson
Hardware, Lumber and Saddlery

No. 12

No. 13

unequaled enterprise of the Gazette-Reporter publishers. Eight full-page advertisements, seven half-pages, and fourteen or fifteen quarter pages,

of the page ads (Exhibits 10, 11, 12 and 13) in each and all of which the fine skill of the creator is evident. These ads are good in literary

composition, layout and setting. The presswork on this mammoth special was simply dandy and I most heartily congratulate Brother Miles (who is associate editor and manager of the sheet) and all other members of the firm and force on their efforts as embodied in this excellent Christmas number.

✧ ✧

Dyersburg, Tenn., January 8, 1914.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sirs:—We mailed you a few days ago a copy of our last issue and will ask you to examine it and pass judgment upon the typographical appearance of same. We mail today a copy of this week's issue so you can get an idea of our style.

Yours fraternally,
STATE GAZETTE,
John C. Rogers.

This is not a Christmas number, but one of the regular issue of January 1, 1914. There is something strikingly dignified and distinguished about the sheet. The first thing to be commended is the clean front page and the high degre of correctness in its mechanical make-up. But, before launching forth into a review of this paper's mechanical features, to be consistent, I should first speak of its most prominent and praiseworthy characteristic, namely, its exuberance of straight reading matter. The

STATE GAZETTE

Does Dyersburg Need A Commercial Club? We Think So.

DEATH FOLLOWS PANK

DEATH OF PROMINENT CITIZEN

No. 14

Gazette bears every earmark of prosperity, including linotyped columns, but the source of its prosperity, with this one copy only to judge from, is somewhat puzzling, as the subscription price is only $1.00 per year, and the displayed advertising is sparse, indeed—but the circulation is 3,150, and as regards the present condition of advertising, that may not obtain in other seasons of the year than that immediately folowing the holidays. As I stated, the straight matter is all linotyped, and there is column after column of it—embodying a news-service the like of which few home weeklies can boast. The reproduction of the first page of this excellent southern sheet (Exhibit 14) will demonstrate how neatly that part of this specimen is made up and how creditable is its contents. Other pages are replete with equally as creditable matter, including short headed local news stories, brief personal items, correspondence, etc. together with an able editorial page. The presswork is first-class the ads plain and simple, but serviceable. Withal, I pronounce this a paper well worth fifty cents more per year than the present subscription price, and would earnestly advise its publishers to resolve to get that extra fifty cents hereafter.

✧ ✧

Of course, the Berrien County Journal, that progressive, wide-awake weekly of Eau Claire, Michigan, issued a special holiday edition last December 11th, and, of course, again, it was a credit to the shop in "the biggest little town in Michigan." It was a twenty-pager all home-

Bernard's

Berrien Springs' Leading Drug Store

"The Store of the Christmas Spirit"

Christmas Gifts

Perfumes
Box Paper
Toilet Sets
Box Candies
Books
Wreaths
Xmas Bells
Garlands
Cigars Pipes
Safety Razors

Visit Our Store

Before you do your Xmas Shopping even though you do not buy It is a pleasure for us to show goods.

No. 15

printed, and replete with a lot of good, wholesome reading matter and an abundance of live, seasonable advertising—neither of which the Journal makers never seem to have any trouble in scaring up. They chose the Western Newspaper Union's bright, attractive Christmas cover for their holiday number and filled

CHRISTMAS GIFTS NOW READY AT

The Leather Shop

Toilet Sets

50c to $10

Traveling Bags

Ladies' Handbags

25c to $2.50

$1 to $25

A. & I. LEATHER SHOP

No. 16

CHRISTMAS

GIFTS OF LASTING AND PRACTICAL VALUE

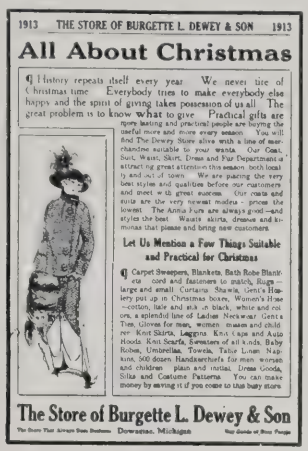
Three Entire Floors of Furniture, Carpets and Rugs

F. A. ROBINSON, Downgiac, Michigan

No. 17

its three blank pages with ads, besides utilizing a small part of the front cover for the same purpose — converting Santa's flowing white beard into a billboard, as it were. The office from which this paper emanates is so well pre-

pared for work in great volume, that no evidence of severe taxation is to be seen in a twenty-page edition. Every ad is neatly treated and every page carefully imposed and as care-


1913 THE STORE OF BURGETTE L. DEWEY & SON 1913

All About Christmas

¶ History repeats itself every year. We never tire of Christmas time. Everybody tries to make everybody else happy and the spirit of giving takes possession of us all. The great problem is to know what to give. Practical gifts are more lasting and practical people are buying the useful more and more every season. You will find The Dewey Store alive with a line of merchandise suitable to your wants. Our Coat, Suit, Waist, Skirt, Dress and Fur Departments attract great attention this season both local ly and out of town. We are placing the very best styles and qualities before our customers and meet with great success. Our coats and suits are the very newest modes — prices the lowest. The Annis Furs are always good—and styles the best. Waists, skirts, dresses and kimonas that please and bring new customers.

Let Us Mention a Few Things Suitable and Practical for Christmas

¶ Carpet Sweepers, Blankets, Bath Robe Blankets cord and fasteners to match, Rugs—large and small, Curtains, Shawls, Gent's Hosiery put up in Christmas boxes, Women's Hose —cotton, lisle and silk in black, white and colors, a splendid line of Ladies Neckwear, Gent's Ties, Gloves for men, women, misses and children, Knit Skirts, Leggins, Knit Caps and Auto Hoods, Knit Scarfs, Sweaters of all kinds, Baby Robes, Umbrellas, Towels, Table Linen, Napkins, 500 dozen Handkerchiefs for men, women and children, plain and initial, Dress Goods, Silks and Costume Patterns. You can make money by saving it if you come to this busy store.

The Store of Burgette L. Dewey & Son

Dowagiac, Michigan

No. 18

fully impressed. I examine so many newspapers within the year that it is very hard for me to recall past conditions in any one of them, but, if my memory serves me right, there is a marked improvement in evidence in the ad composition in the Journal, the display in this

CHRISTMAS STORE

Santa Claus' Headquarters For Berrien County

FIVE MAMMOTH DEPARTMENTS filled to overflowing with the best merchandise the markets of the country af

Clothing

Notions

Dry Goods

Shoes

Coats and Suits

YOUNG'S

BENTON HARBOR MICH

"Everything to Wear"

"The Gift Store"

No. 19

Christmas number being quite all that a fastidious judge could desire. I must reproduce a few of these excellent ads herewith (Exhibits 16, 17, 18 and 19).

✧ ✧

The Belleville Recorder, that little "live wire weekly" of E. R. Adamson's, of Belleville, Wisconsin, was another of the live ones to issue—not only one Christmas number, but, like the Kensett News reviewed above, two of them—one on December 12th, and the other on December 19th. The first edition was enough to have satisfied most of us, consisting as it did of sixteen pages in three sections—but the very next week, as intimated, here came the real holiday number of the Recorder, consisting of twenty pages, including the Western Newspaper Union's Christmas cover, made to fit a five-column sheet. These special editions of the Recorder were creditable in point of contents and abundance of advertising.

The Enterprise of Defiance, Iowa, is another progressive sheet which remembered this department with a welcome copy of its fourteen-page holiday number. The edition was enclosed in the American Press Association's beautiful cover and contained ten or eleven pages of displayed advertisements, indicating that it was a profitable effort. You might be surprised to know, dear reader, how many newspaper men there are in the world who look with disfavor upon special editions. The past winter, out of my many exchanges who commented on the anniversary-holiday number of the Argus, a large per cent of them decried the project as a thing which the public does not deserve and will never appreciate. But I look at it differently, and am glad to note that there are so many others in the calling who see as I see when it comes to special editions, at least, among whom are Editor and Mrs. Orra E. Kelso, who alone made this creditable Christmas number of the Enterprise. I congratulate them, both for the excellent support they received from their local business men and for the high-grade work they executed in every department.

✧ ✧

Sixteen pages enclosed in the Western Newspaper Union's popular lithographed cover constituted the commendable holiday number of the Eagan, S. D., Express. One of the pleasing full-page ads from this specimen is shown herewith as Exhibit No. 20, which is a

HENRY'S DAYLIGHT DEPARTMENT STORE

Flandreau, S. D. Flandreau, S. D

LADIES' MISSES' AND CHILDREN'S COATS

We Show The Famous Alberta Corset At This Store

Our Space Here

COLLEGIAN CLOTHES

Mackinaws, Fur and Sheep Coats

Overshoes and Gloves

In Our Ladies Shoe Department

CHRISTMAS

When in Flandreau Make This Store Your Headquarters

E. F. HENRY & SONS

The Daylight Store of Flandreau, S. Dak.

No. 20

noteworthy example of clever panel work. This Christmas number of the Express was issued on November 28th, last, and the week following a second special edition was published, the special ads having been contracted for with that agree-

ment in advance, namely, that they run two weeks, which is an idea worth making note of. George R. Lanning is editor and publisher of this sheet. He gave a good amount of news in

THE EGAN EXPRESS.

Anticipating Christmas Joys

No. 21

his holiday edition and used many special seasonable plate features. His second holiday number, issued on December 5th, had not the expensive colored cover, but merely a front page, home-made, but extremely attractive and appropriate, as the accompanying reproduction will testify (Exhibit 21). Another special fea-

CHRISTMAS

A Partial List of the Many Things We Have in Our Store For You to Select From

TREES DECORATIONS

WATERMAN'S STORE

No. 22

ture in this number was a pictorial page, consisting of pageful of half-tone cuts from photos of local buildings, residences, street scenes, etc. Exhibit 22 is a neat half-page ad taken from this issue.

✧ ✧

Last, but not by any means least, among the several holiday editions with which this department has been favored this season, is this one of the Grand Rapids (Minnesota) Herald-Review, composed of twenty-four home-printed pages in the American Press Association's gala day cover. The Herald-Review is one of the very few newspapers reaching me which asks $2.00 as an annual subscription price, which we who are familiar with the game must agree is none too much for a good home weekly. At this point permit me to call attention to the reproduction of the front page of

Grand Rapids Herald-Review.

NO FIREWORKS AT BEMIDJI MEETING

HOLIDAY EDITION OF HERALD REVIEW

ITASCA LOGGERS MAY STOP WORK

THE MILLION MARK MAY BE REACHED

ITASCA BAZAAR AT HIBBING IS SOLD

ARE STILL TALKING STREET CAR LINE

No. 23

this sheet, shown herewith as exhibit 23. Note how newsily and attractively it is made up. Besides eight full-page ads (one of which, by the way, was more remarkable than the others, inasmuch as it occupied a space across the upper half of the two central pages) and many

LIEBERMAN BROTHERS
CLOTHING, SHOES AND GENTS' FURNISHINGS

Our Shoe Stock

The Florsheim
The Ralston
The O'Donnell

Copeland & Ryder
The Chippewa
and Others

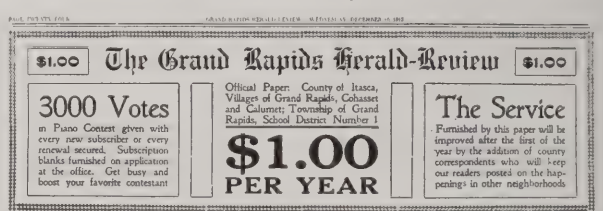
Red Cross Shoes
The Budd Shoe

Trunks and Valises

New Overcoats, Mackinaws and Gravenette Coats

No. 24

others of generous size. This special edition contained an unlimited amount of reading matter, including headed news stories, short local notes, editorials and a lot of seasonable plate feature stuff. Mechanically this paper is as ably done as it is editorially, the presswork be-


$1.00 The Grand Rapids Herald-Review $1.00

3000 Votes

in Piano Contest given with every new subscriber or every renewal secured. Subscription blanks furnished on application at the office. Get busy and boost your favorite contestant

Official Paper: County of Itasca, Villages of Grand Rapids, Cohasset and Calumet; Township of Grand Rapids, School District Number 1

$1.00 PER YEAR

The Service

Furnished by this paper will be improved after the first of the year by the addition of county correspondents who will keep our readers posted on the happenings in other neighborhoods

No. 25

ing good and the accompanying reproduction attesting to the excellence of the advertisement composition. I almost overlooked the fact, too, that this special edition was supplemented by a magazine section, dealing exclusively with agricultural topics. (Exhibits 24 and 25.)

Uses of Travel and Changes of Environment

(*Editorial*)

For growth one must get outside of himself and his immediate environments and get in touch with the whole world of thought and action and this is true of the newspaper man and printer.

At the time of the meeting of the National Editorial Association at Guthrie, Oklahoma, in 1905, in a welcoming address, Hon. O. R. Fegan, President of the Commercial Club, most ably and eloquently elaborated this thought, saying, among many other excellent things: "A radical change in environments has a tendency to develop man's powers, broaden his intellect and increase his capabilities to do and to dare."

In this day, we get the results of different environment, to a very large degree, through the printed and illustrated pages of newspapers, magazines and journals devoted to the callings in which all are engaged, as well as through travel that, in late years, has been made a hundred times more expeditious, informing and enjoyable than at any other time in all the past.

The members of the National Editorial Association have experienced the great benefits and the broadening influence of travel, to supplement the study and practice of their great and useful calling. Never have they enjoyed or had in prospect, any travel fuller of promised benefits than that planned this year and which it has been the effort to set forth, with all the information calculated to make the same doubly valuable to the editors, to their readers, and to the places to be visited, in this and the previous issue of the National Printer-Journalist, with more to follow in April.

The newspaper worker must travel with all the active interest and knowledge obtainable, to secure the greatest possible benefit to himself, to his paper to his readers and to the places visited. This is all in harmony with our first thought as to learning and securing inspiration through examples—only travel and observation give the personal contact, the human touch, the joy of change and new comradeship.

Mr. Fegan in the address, from which quotation has already been made, further and rightly stated, by way of enforcing and illustrating his first premise:

"While intellectual giants are usually richly endowed by nature—born great some would term it,—yet the fact remains that the greatest results are only possible amid an environment where the elements of evolutionary or sporadic development are in active process of seething fermentation. I have sometimes thought, too, that one of the elements that has helped to make our country great, has been the diversified, the cosmopolitan characteristics of the population."

Under the conditions of evolutionary changes in this country, no newspaper man and no printer can grow or prosper by shutting himself up in his own office, or keeping within the narrow environment of his own place, or contenting himself with what he has learned in his own apprenticeship and necessarily limited experience. Neighborly, friendly association with members of his own calling, reading, study and travel have become necessary in keeping up with the rapid progress being made.

✕ ✕

The 17th

St. Patrick's Day will soon be here again. This is how McMullen-Woellhaf of Burlington, Iowa, announced it last year. But why not have a more cheery son of the ould sod

than this? "Nothing is too good for the Irish," indeed (or indade), so why not enter more into the spirit of their day of days?

✧ ✧

The publishing of honest, clean, informing advertising that can be relied upon, has gained very general recognition, in the past few years, as the only right rule and business policy in the

publishing of a newspaper. It, already, is coming to seem strange that any publisher should have felt little or no responsibility for the truthfulness of the business announcements sent out in his paper.

That excellent paper, the Farmers' Twice-a-Week Spokesman-Review, of Spokane, Washington, that for years has refused all liquor and stock brokerage and all doubtful get-rich-quick advertising, begins the year 1914 with the announcement that the rule against questionable advertising will be more strict than in the past, eliminating all medical publicity of every description. Experience has shown that the higher the standards of the advertising columns the better the results for legitimate advertisers.

* * *

BUSINESS NOTES

REASONS FOR THE LINOTYPE QUALITY AND VERSATILITY COMPETITIONS

Since multiple magazine Linotypes, such as the Quick Change Model 8 (three magazines) and the Quick Change Modle 9 (four magazines) were placed upon

the market a few years ago, many fine specimens of job and display composition produced on these machines, and on single magazine Linotypes as well, have been pouring in to the Mergenthaler Linotype Company. Skillful operators, with deep interest in the art of printing, have vied with each other in producing out of the ordinary examples of Linotype typography.

So numerous and remarkable have these specimens become of late, that the Mergenthaler Company decided to open competitions in both quality and versatility, for there are many large as well as smaller-town one-Linotype plants which have never sent in a specimen of their work. Perhaps there are obscure printing establishments producing masterpieces of Linotyping in sparcely settled sections of the country, and perhaps the proprietors and operators in these plants have not thought it worth while to submit specimens of their art for approval..

Thus these contests are open to every office in the United States and Canada—from the small office using one of the early Model 1's to the plant with a battery of Multiple Magazine Linotypes.

In the January issues of the trade journals there was announced an offer of thirteen prizes for the best specimens of Linotype job work submitted, aggregating $5,800, as fallows:

1 Prize	of	$1,000.....	$1,000
4 Prizes	of	600 eash.....	2,400
4 Prizes	of	400 each.....	1,600
4 Prizes	of	200 each.....	800
			$5,800

The prize of $1,000 will be awarded for the best and most artistic specimen especially produced for this competition. The remaining $4,800 will be divided among four classes for the best specimens of Linotype work produced in the regular course of business, there being three prizes in each class.

The following gentlemen of national reputation in the printing trade have consented to act as judges.

E. E. Bartlett (Bartlett-Orr Press), New York.

J. Horace MacFarland (Mount Pleasant Press), Harrisburg, Pa.

James M. Lynch (New York State Labor Commissioner), Albany, N. Y. Ex-President International Typographical Union.

A. W. Finlay (Manager George H. Ellis Company), Boston, Mass. Vice-President United Typothetae and Franklin Clubs of America.

W. J. Hartman, Chicago, Ill Ex-President Ben Franklin Club of America.

The Mergenthaler Company reports that the many specimens submitted so far in the competitions show remarkable skill in Linotype operating as well as the highest quality of artistic typography. Even from the single-magazine plants—where versatility is naturally limited, as compared to a multiple magazine Linotype plant—have the highest grade of specimens come.

Glancing over these examples reveals the fact that all classes of typography can now be handled on the Linotype. With more than 1,000 different faces in matrix form to choose from, hundreds of artistic border and ornament matrices, all kinds of rules, dashes, special marks, etc., the job compositor on the Linotype can produce anything from a thousand-page telephone directory to an advertising program of any size.

With the new multiple magazine machines like the Model 9, for example, which gives the operator from eight to twelve different faces from the four magazines, entire display, book and commercial orders can be produced without changing a magazine.

All who enter these contests will receive compensation in some form or other. Even though a prize may not be secured, the competitor will gain added knowl-

edge and experience in the Linotype art while planning the specimens. New Typographical possibilities of the machine will develop. Operators will become better trained in job and display composition. All will benefit in some way.

CELEBRATING A SILVER ANNIVERSARY

Get-together occasions are happily becoming constantly more numerous and general among employes and employers in different establishments as well as among the members of all the different callings. It is an evidence of greater enlightenment and of increasing good will and better understandings.

On the evening of February 7th, Gatchel & Manning, the well known Philadelphia photo engraving house, celebrated the twenty-fifth anniversary of Mr. H. A. Gatchel's connection with the photo engraving business, with a "family" dinner party at the Continental Hotel. One of the unique features of the affair was that it was arranged by a committee of the employes; the only slight connection the firm had with it was the paying of the bills—otherwise they didn't "butt in."

If it be true that the success of a business house depends on loyal and contented employes, this house must be deemed successful. Many of their employes have been with them for periods ranging from ten to twenty-five years, and the keynote of the enthusiastic speeches by the representatives of the various departments, was the hope that they might be with the house twenty-five years hence.

Every employe, from the scrubwoman to the heads, was present, and each was presented with a sterling silver souvenir from the firm—the "boys" a watch fob, and the "girls" a pin—and the employes presenting Mr. Gatchel with a very handsome chaste silver wall placque (shown by the accompanying illustration). In his acceptance, Mr. Gatchel feelingly expressed his appreciation, and stated that he so regarded them, and wished every one present to regard themselves, as a "large family" of "boys" and "girls," working happily together, to carry out life's destiny—that the duty of each member of the family was to help and co-operate with each other in correcting and strengthening the organization as a whole. That individual shortcomings should be hidden by the mantel of charity to the end that greater achievements would result, with a benefit consequent both to the firm and individual members of the organization.

After the formalities were concluded, the vice-president, Mr. Charles A. Stinson, who also was remembered with a bunch of American Beauty roses, was elected toastmaster, and then followed several hours of impromptu speeches and entertainment.

Mr. Gatchel started in the engraving business February 7, 1889. In 1896 he formed a partnership with Mr. F. E. Manning (who since April, 1889, had been conducting a small business of his own, but from 1890 has been closely associated with Mr. Gatchel. This partnership continued until the death of Mr. Manning in 1908. In 1910 Mr. Gatchel incorporated the business with himself as president, and Mr. C. A. Stinson as vice-president—he having been associated with both Mr. Gatchel and Mr. Manning for many years.)

EXHIBIT OF HAND-MADE PAPER AND WATERMARKS

One of the most interesting exhibits in the coming Printing, Lithographing, Paper, Advertising and Allied Trades Exposition, will be made by Charles Drury Jacobs. He is busy now assembling, from Germany, England, and Italy, an assortment of hand-made papers, beautifully watermarked. . He will also exhibit the

largest assortment of commercialized watermarks extant—types of watermarking that have heretofore not been obtainable in the United States.

The exhibit is only one of the many interesting displays that will be shown in the Paper Division of the Exposition. Immense interest is being evinced in this Department by the advertising managers and agents throughout the country and attendance promises to be the largest that has ever visited an exhibit of this kind.

⁂ ⁂

EXPOSITION POSTER

The principal feature of the Exposition Poster typifies the spirit of the Graphic Arts, which begins with

the Printers' Devil in the taking of a proof on the old-fashioned hand-press.

The color scheme is a red devil with a green ground. The lettering, outlined in gold, stands out white on a dark purple ground. The effects are obtained in only five printings, including gold ink.

⁂ ⁂

ENGRAVED STOCK CERTIFICATES, BONDS, ETC.

In the Spring of the year there is always a particularly active market for the sale of stock certificates and bonds. New corporations are forming that require issues of bonds and stock certificates and other paper; Municipalities, Counties and Townships are planning the year's public improvements and require bonds to finance these undertakings.

It is the time of the year that the printer who is alive to his opportunities can secure orders for the production of these securities.

Heretofore the high cost of steel engraving as applied to goods of this class made its use practically prohibitive except for the larger issues, but this is no longer the case. We have placed in the market steel engraved blanks of the highest quality; when they are over-printed from type or by lithography they give the appearance of high-class steel engraved securities, and can be sold at a price that will interest the smallest purchaser.

Steel engraved blanks of this kind find a ready sale and afford a large margin of profit. We have a large assortment of blanks to choose from and stationers and printers will find this a very attractive line.

KIHN BROTHERS, Bank Note Engravers,
99-105 Beekman Street,
New York City, N. Y.

⁂ ⁂

INTERTYPE PART CATALOGUE

The International Typesetting Machine Company is sending out a new parts and supplies catalogue to all users of Intertype and Linotype machines. Evidently the new company believes in advancing its argument of superior quality by producing a superior catalogue. At any rate, their first book is a particularly well-dressed job and is arranged in a decidedly original and convenient manner, with a view to making the ordering of supplies as simple and convenient as possible. Half-tone illustrations of the thousands of parts used on Intertypes and Linotypes are shown in place of the line cuts commonly used for this purpose. As far as possible all parts are shown assembled so that the smallest screw can be located at a glance. The names of the parts, and prices, are placed on pages facing the illustrations, instead of in the back of the book.

According to a letter inclosed with each catalogue, most of the parts shown will fit perfectly on Linotype machines. All such parts carry their Linotype numbers, as well as Intertype numbers. The catalogue states clearly just which models of Linotypes the interchangeable parts will fit.

ART CALENDAR BACKS!

WALL POCKETS! ART BLOTTERS!

FANS! RULES! NOVELTIES!

PICTURE, PAPER & PRINTED SPECIALTIES!

Buy your wholesale supplies direct of the Manufacturers and Importers 'First hands tipped to you for Everything in Advertising, Souvenir and Premium Goods." Free Buyers' Information Service. We will tell you where to obtain anything you are in need of in *your* field, or *ours*.

The Novelty News, 336 Quincy Street, Chicago

$2 a year; 20 cents a copy; *No Free Samples.* Subscribe today and ge t 192-page book, "The Premium System of Forcing Sales: Its Principles, Laws and Uses" **FREE!**

The Argus Pressclipping Bureau

Established in Paris in 1879

350-352 Third Avenue, New York, N. Y.

Otto Spengler, Director

We Read All of the Important Dailies, Magazines and other publications of the entire globe

Material upon any subject supplied on short notice

TABLE OF CONTENTS—MARCH, 1914

	Page
Arkansas Press and Delegates to N. E. A.	195
Austin, Texas	179
Austin, Texas, Daily Tribune	204
Banquet at St. Anthony Hotel	201
Bill for Freedom of Exchange Between Newspapers and Railways	197
Business Management	188
Business Notes	232
Celebrating a Silver Anniversary	233
Cost Congress, New England	182
Delegates from North Carolina Press Association	195
Editorial	202, 231
Exchange of Advertising for Interstate Transportation	190
Exhibit of Hand-made Paper and Watermarks	233
Fort Worth, Texas	205
Ideas for Progressive Typographers' and Compositors' Round Round Table	183
Industrial and Financial Edition, An	177
Interest to the Trade, Of	191
Kansas Newspaper Conference at Lawrence, Kansas	191
Minnesota Editorial Association	198
More Work Through Publicity	208
Newspaper Criticisms	220
Newspaper Notes and Points	198
Newspapers of America and the World Compared	218
Open Shop Compositors at Detroit, Mich., Plans for the	207
Pittsburgh Honors Franklin	192
Principles in Salesmanship, Business and Cost-finding, The Foundation	189
Print Craft	207
Review of Job Printing	193
San Antonio Awakening	198

INDEX TO ADVERTISEMENTS

	Page
Acme Staple Machine Co.	175
American Embossing Co.	236, 239
American Numbering Machine Co.	237
American Type Founders Co.	175
Argus Pressclipping Bureau	234
Austin Statesman, The	174
Autopress Company, The	173
Barnhart Bros. & Spindler	167
Barnes-Crosby Co.	164
Butler Paper Co., J. W.	161
Challenge Machinery Co	166
Damon & Sons, George	171
Globe Eng. & Electrotype Co	170
Goss Printing Press Co.	176
Hamilton Mfg. Co.	162
Houghton, Mifflin Co.	237
Jaenecke Printing Ink Co., The	166
Johnson, Chas. Eneu	165
Johnson Mfg. Co., C. I.	168
Keystone Type Foundry	235
Kihn Bros.	174
Latham Machinery Co.	171
Levey Co., Fredk. H.	175
Megill, E. L.	239
Mergenthaler Linotype Co.	163
Miller Saw Trimmer	239
Novelty News, The	234
Okie Co., F. E.	240
Oswald Publishing Co.	237
Poates, L. L., Engraving Co.	239
Queen City Printing Ink Co.	169
Riessner, T.	239
Royle & Sons, John	239
Sanders Engraving Co.	238
Swink Printing Press Co.	170
Typo Mercantile Agency, The	239
Wanner Machinery Co.	236
Wants and For Sale	236
Weekly Printing Trade News	237
Westbrook Hotel	174
Wetter Numbering Machine Co.	235
Wood & Nathan	172

Diagrams of Imposition

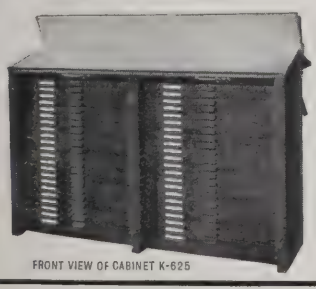
Schemes for laying down the pages for book and pamphlet work, with notes and explanations. This book is printed on best bond paper, bound strongly, and just fits a vest pocket. Price 50 cents. Third edition.

National Printer-Journalist
STATION X, - - - CHICAGO, ILL.

Printers' Ready Reckoner

Showing at a glance the cost of stock used on job work, the quantity of stock required for jobs of from 50 to 100,000 copies, the quantity of paper needed for 1000 copies of a book in any form, from octavo to 32mo, and other valuable tables. Price 50 cents. Fourth edition, enlarged.

National Printer-Journalist, Station X, Chicago


FRONT VIEW OF CABINET K-625

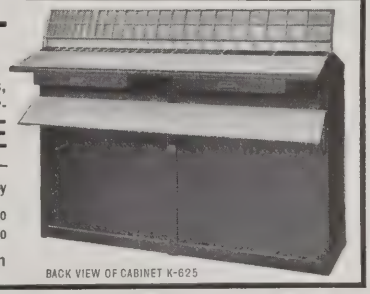
KEYSTONE STEEL EQUIPMENT

For Composing Room, Press Room and Bindery; consisting of Cabinets, Ad Frames, Case Stands, Linotype Dumps, Imposing Frames and Surfaces; Correcting and Storage Frames; Assembling, Make-up and Stripping Tables; Galley Transfer and Self-Dumping Trucks, etc., and it **LASTS A LIFETIME**

This Steel Furniture was Originated, Designed and Made for Your Special Needs by

KEYSTONE TYPE FOUNDRY Philadelphia, New York, Chicago Detroit, Atlanta, San Francisco

For Detailed Information and Catalogue, Address House Nearest to Your Location


BACK VIEW OF CABINET K-625

Do Your Own Numbering with the WETTER

TYPE-HIGH NUMBERING MACHINE Sold at Right Prices by All Type Founders and Dealers

Wetter Numbering Machine Company, 343 Classon Avenue, Brooklyn, New York, U. S. A.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reachthis office not later than the 20th of the month preceding date of publication. Cash must accompany order

A COLD SIMPLEX STEREOTYPING OUTFIT, $19 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage, for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

THE VAN BIBBER ROLLER CO., Sixth and Vine St., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

FOR SALE—One Two-Revolution Whitlock Cylinder Newspaper Press; sixteen electric welded seven-column chases; column rules; 36 x 54 Drum Cylinder Press; two 8 x 12 job presses; one 12 x 18 C. & P. job press; chases and equipment. All used but in good condition. Also 32 inch Peerless Gem paper cutter, Boston wire stitcher, seven various-sized marble stones. Write for further information. Must be sacrificed on account consolidation. Will be sold separately or together. F. A. PUBLISHING CO., 31 East Michigan St., Duluth, Minn.

FOR SALE—One No. 00 4-roller, 2-revolution Miehle, 39 x 55 in. bed; 1 No. 00000 4-roller, 2-revolution Miehle, 42 x 64 in. bed. GREELEY PRINTERY, St. Louis, Mo.

FOR SALE—One 3 x 6 in. to 12 x 18 in. Seybold Duplex Paper Cutter; one 21 x 29 in. to 40 x 60 in. Brown Folding Machine with Dexter Feeder attached. GREELEY PRINTERY, St. Louis, Mo.

FOR SALE—12 Make-up or Transfer Tables, 25½x30½, for 7 or 8 columns, including chases and equipment. Two 12x18 C. & P. Gordon Presses. RARE BARGAINS. W. M. LINN & SONS CO., 108 CLINTON BLDG., COLUMBUS, OHIO.

REBUILT TWO-REVOLUTION PRESSES—Huber 4-roller, 46x60 bed, $1,100; 37x52 bed, $1,000; Campbell Job and Book, 37x52 bed, four roller, $650; 34x50 bed, $600; Hoe Two Revolution, front fly, 4-roller, 46x60 bed, $800. Illustrations and details furnished on application. C. FRANK BOUGHTON, Successor to Van Allens & Boughton, 17-23 Rose St., New York.

BINDERY MACHINERY FOR SALE—On account of edition work in printing departments crowding us for floor space, we offer the following bargains:

	Our Price
One 30-inch Monitor Power Perforator with patent adjustable feed gauge, made by Latham Machinery Co.; cost $190	$125.00
One Hickok Ruling Machine, without striker, 321 inch cloth, large assortment of pens, no power; cost $260	90.00
One Rotary Book Sawing Machine, table 26x45 inches made by Standard Machinery Company, hand or power, 5 saws on arbor; cost $150	60.00
One 32-inch Horizontal Board Cutter or Gauge Table Shears, cast iron frame and top, made by Standard Machinery Co.; cost $95	65.00

Twenty-five pairs used News Cases.....75c per pair
Twenty-five 2-3 used Job Cases.....30c each
All machines in GOOD WORKING ORDER and big bargains for the money. Send half cash with order, or if monthly payments are desired give proper references. CANTWELL PRINTING COMPANY, Madison, Wis.

EDITORIAL PARAGRAPHS AND ARTICLES—Political and general; little or much; mailed when wanted. Also short, timely editorial page articles; good feature. Exclusive copy. Price fair. Address, G. P. G., National Printer-Journalist, 4620 Ravenswood Avenue, Chicago, Ill.

Bargains in Printing Presses
FOR SALE

FOR SALE—Three-deck press, prints 4-6-8-10-12-14-16-18-20-24 pages. Overhauled and rebuilt. Will sell at very low price. THE GOSS PRINTING PRESS CO., CHICAGO ILL

FOR SALE—Four-deck press, prints 4-6-8-10-12-14-16-20-24-28-32 pages. Will be overhauled and rebuilt. THE GOSS PRINTING PRESS CO., CHICAGO, ILL.

FOR SALE—One Flat Bed Perfecting Press, prints 4-6-8 pages. Will be overhauled and rebuilt. THE GOSS PRINTING PRESS CO., CHICAGO, ILL.

FOR SALE—One 3-deck Duplex Tubular Press. Prints 4-6-8-10-12 pages. Taken in trade for one of our Straightline Presses. Tubular press will be sold at a bargain. GOSS PRINTING PRESS CO., 16th St. & Ashland Ave., Chicago, No. 1 Madison Ave., New York.

WANNER
MACHINERY CO.
A. F. WANNER PROP.

GOOD PRESSES

26 x 34 Miehle—2 roller;
29 x 41 Miehle—4 roller;
32 x 46 Miehle—4 roller;
23 x 28 Campbell with trip, 2 roller;
29 x 43 Campbell—4 roller;
32 x 47 Babcock Optimus—4 roller;
33 x 48 Cottrell & Sons—4 roller;
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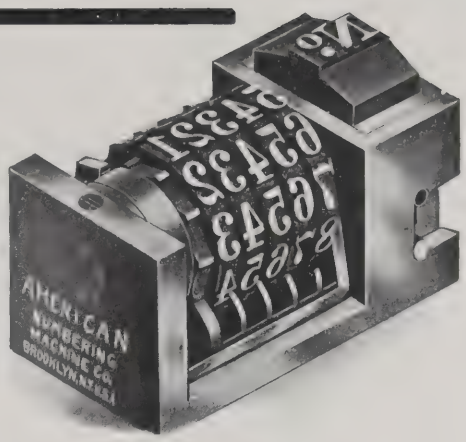

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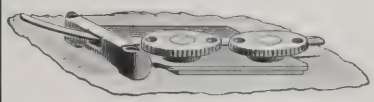

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The Printing Trade News, 64 pages, is published weekly and has a very comprehensive business news service from all sections of the country. It deals entirely with the affairs of the business office and the executives. It collects weekly, besides printing house news, that of the binders and rulers, the electrotypers, engravers, trade composition houses, the supply trade paper houses, lithographers, etc., has a business fiction story each week, patents of interest to printers, and editorially reviews important doings of printers and publishers during the week.

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This is a monthly publication issued by the University Press, Cambridge, Mass., containing examples of typographic and other designs intended to assist the printer and those who are printing in the choice of color schemes, inks, and papers. It contains samples of standard papers, as well as novelties which are brought out from time to time by the various mills. It is full of ideas and suggestions for typographic design, display, and color schemes.

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CHICAGO
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(For Platen Presses)
In all steel construction

This Cabinet has a plate glass on the top measuring 18 by 24 inches, for mixing inks.

The three drawers shown in illustration are fitted with adjustable supports for platen-press rollers from 8 by 12 to 14 by 22.

The cupboard below these drawers is for the storage of inks.

The two lower compartments with spring-hinged doors are for clean and soiled rags. These drawers can not be left open, closing automatically as a safeguard against spontaneous combustion of the oily materials.

This Cabinet can also be supplied in wood construction.

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In steel construction

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The dump under the working top measures 9 by 32¼ inches.

Below this there is a large shelf for galleys.

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We have a small quantity of each of the booklets we have shown which will be sent to you upon the receipt of your request, written on your own letterhead.

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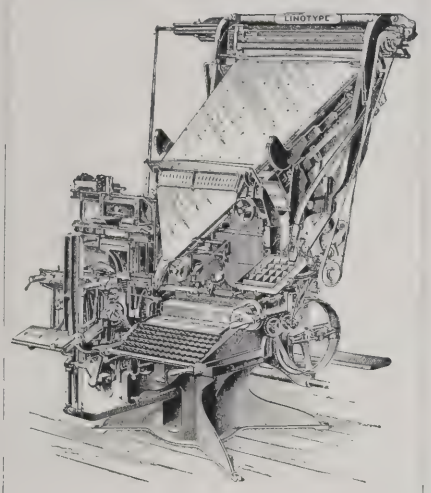

Three Magazine Linotype

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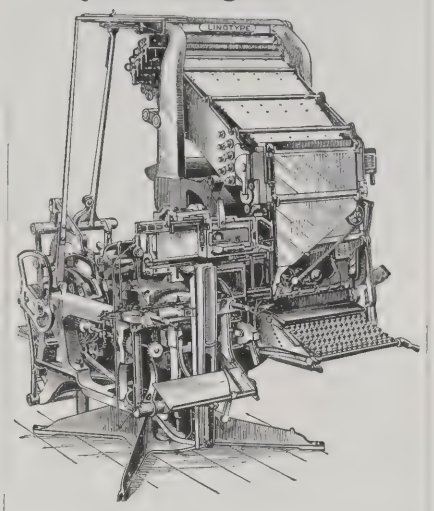

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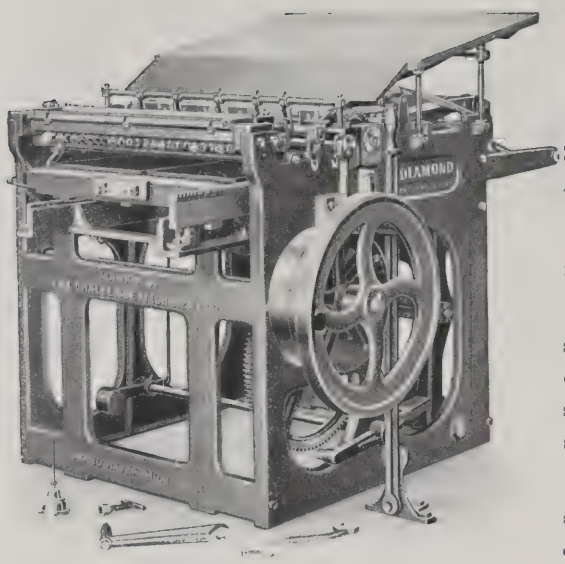

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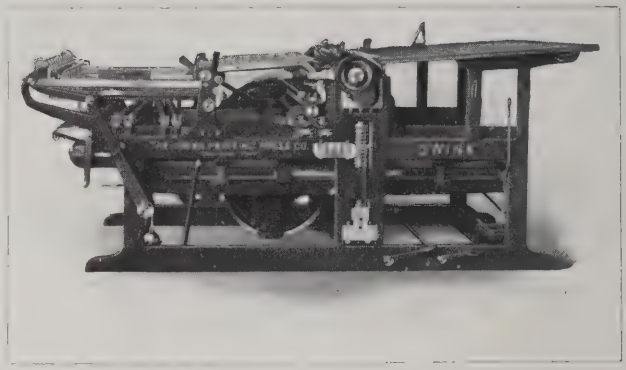

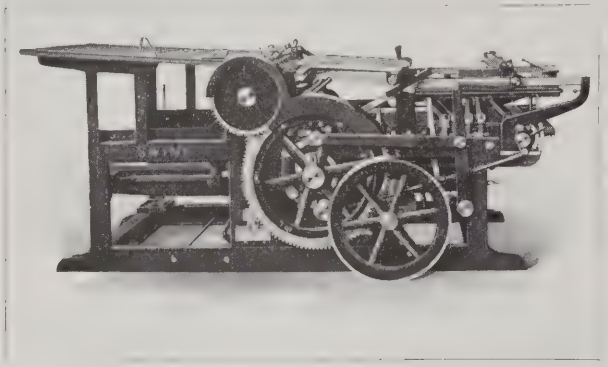

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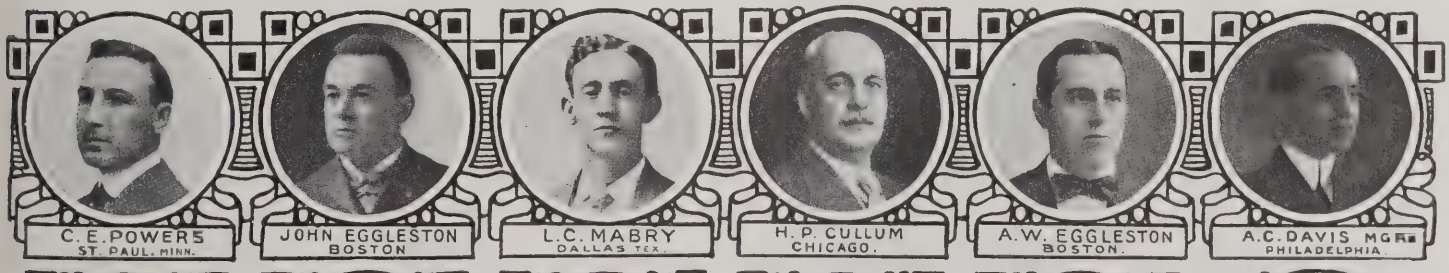
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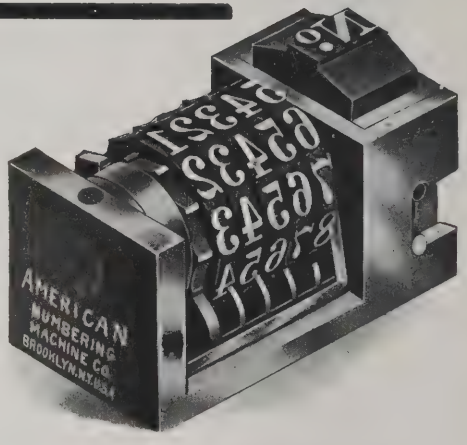

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THE JOB PRESS THAT AUTOMATICALLY PRINTS TWO SEPARATE JOBS AT THE SAME TIME

THE SEVEREST TEST

That a job press can be put to is in the inland city newspaper and job print shop, where anything from a postal to a poster is printed, and where ease of operation and simplicity count for so much. The press that will handle all of the classes of job work in such an office, producing quality printing at high speed, is the one press for the job printing establishment.

THE STANDARD HIGH-SPEED AUTOMATIC JOB PRESS

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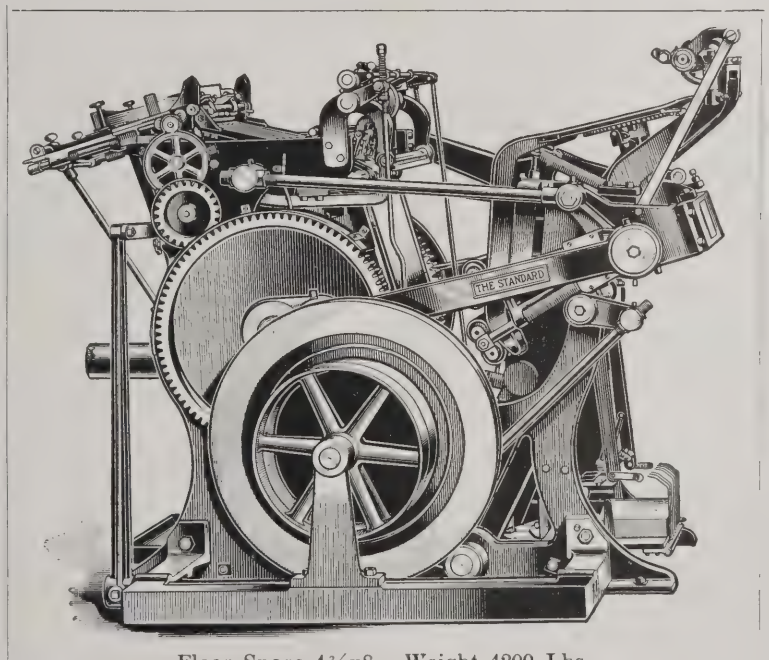

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The Standard Has Stood the Test

and you cannot afford to produce job printing in the old, slow way, when the STANDARD way means so much to you in service, efficiency, saving of time, and the making of bigger profits.

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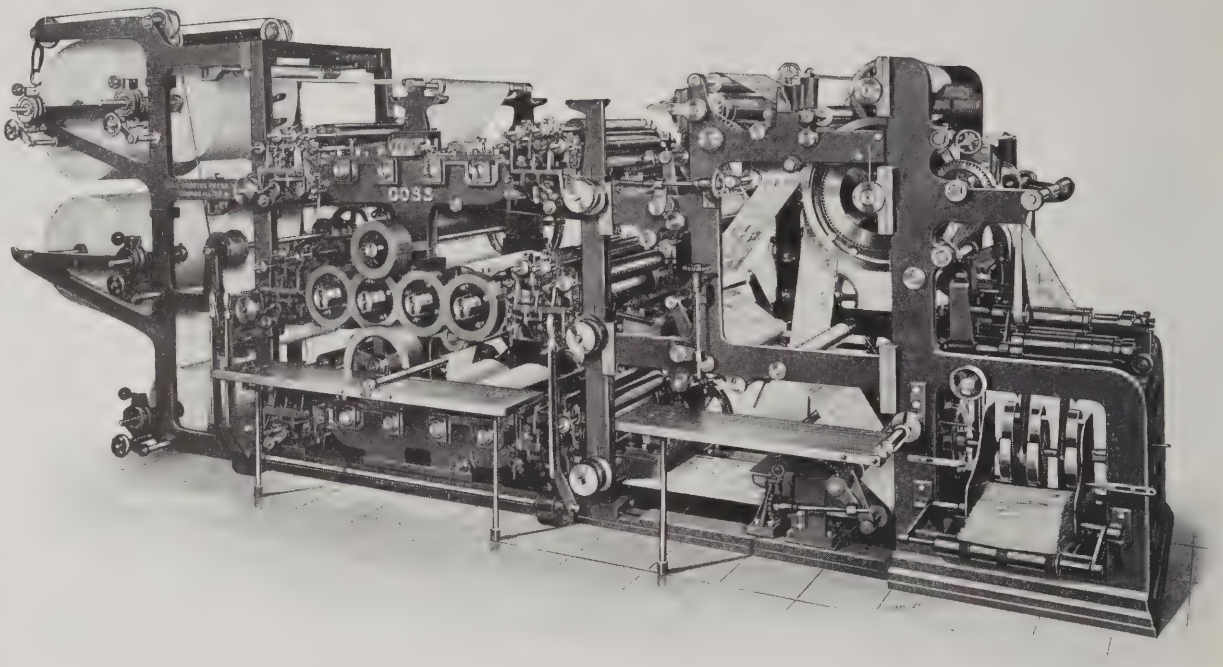

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NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

VolumeThirty-Two | Chicago, April. 1914 | Number Four

Biographies of Living, Successful Newspaper Makers, Publishers and Printers

Persons who Are to Give of Their Experiences and Knowledge in Addresses Before the National Editorial Association, Houston, Texas, April 23-25.

Lives Nobly and Successfully Lived Are the Surest Guides and Best Teachers of All Other Lives.

JAMES SCHERMERHORN, DETROIT, MICH., TIMES

Publisher Detroit Times, a Daily Newspaper That Stands for Truth, Cleanliness and Purity in Advertising as Well as in Editorial and News Pages.

AMES SCHERMERHORN, President and general manager of The Detroit Times, got his newspaper training in that best of all schools of journalism, a country weekly. His father, William Ten Broeck Schermerhorn, thorough Knickerbocker in physique and sturdiness of character, came from near Hudson, N. Y., to Hudson, Mich., in 1858—not to fight off the encroaching sea with dykes, as his ancestors did in Holland, but to conduct a democratic newspaper on the dividing line between two hopelessly Republican counties, which was quite as strenuous a task as coping with Old Ocean. It required an alliance, offensive and defensive, of the entire family of sixteen to keep the overflowing tide of republicanism from swamping the democratic Hudson Gazette. One of Mr. Schermerhorn's cherished possessions is an old photograph of the editorial household getting out the edition, including the very youngest member, who is perched upon a stool, holding a copy of the freshly-printed "family paper."

James, the second son, went as far as the high school in the public schools of Hudson, but it was chiefly in the university of hard knocks—setting type, running the foot-power presses, acting as his father's amanuensis (the editor's own chirography had been likened to the trail of a cockroach that had crawled out of an inkwell) and gathering locals and soliciting orders for advertising, job printing and subscriptions—that the young apprentice gained the knowledge (with a little brushing up in the preparatory department of Oberlin college) that enabled him to win a West Point cadetship in a competitive examination in 1884.

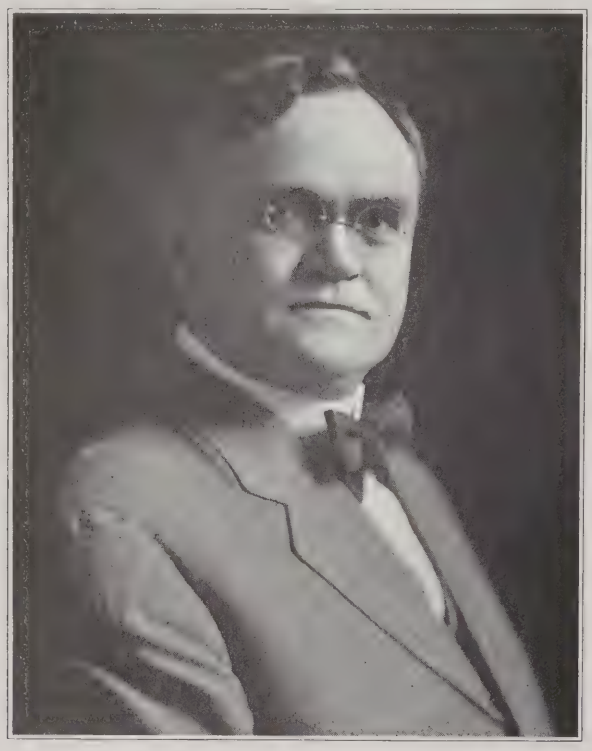
His father died at the close of Grover Cleveland's first campaign, in which he was an earnest participant, so he was spared to behold the triumph of his lifelong political faith. James was urged by his family to go on with his schooling at the United States Military Academy, but before the close of his first year his resignation was made necessary by the failing health of his older brother, who survived his return to the country newspaper office in Michigan a little over a year. Mr. Schermerhorn ran the Hudson Gazette until 1895, when he turned it over to his younger brothers.

In 1887 he had two experiences that were prophetic of his later adventures in metropolitan journalism. He learned the cost of taking a positive stand for principle through his espousal of state prohibition, and he made his first public speech of any importance at the furlough supper of his West Point class ('89) at the Murray Hill Hotel in New York.

While West Point did not give him a commission, it gave him a wife. He met Miss Adaline M. Jenkins, of Oswego, N. Y., there, and married her in 1891. He went to Detroit—according to his own version of it—to establish a daily newspaper and a family. The newspaper, established after five years' experience as advertising solicitor, reporter, Washington correspondent and editorial writer on Detroit dailies, he called Today at first, and later The Times. The family he calls Gretchen, James, Jr., Katrina and Helen Christine III—his "first,

second, and third editions and sporting extra," respectively. Katrina, the second daughter, was born the same year as The Times was, 1900, and nearly every year since they started the new century together the artist has "caught" the young miss deep in the perusal of the paper and the sketch has been labeled "Keeping up with the Times."

The Times was launched as a "compact, sprightly chronicle for busy people," dedicated to the mission of printing "only the news and an opinion or two," and pledging "consideration for the average man who is too often the forgotten man in our social and industrial arrangements." It has been the publisher's purpose to conserve the welfare of middling folks, not only through uncolored chronicling of the day's story and untrammeled editorial interpretation of events, but also through the exclusion of all questionable advertising. The Times



James Schermerhorn

has pursued this policy progressively until it now draws the line sharply against liquor and cigarette advertising and suspicious-looking investment propositions. It is the contention of Mr. Schermerhorn that all newspaper readers—not alone the constituency of the so-called high-class publications—are entitled to the same protection from fraud and indecency as the readers of the carefully censored magazines.

Mr. Schermerhorn has been called to nearly every large city of the country to expound his conception of journalistic and advertising ethics. He has addressed the national convention of the Associated Advertising Clubs of America four times—at Louisville in 1909, Boston in 1911, Dallas in 1912 and Baltimore in 1913. Speaking at one of the popular Sunday night meetings in Ford Hall, Boston, he declared that a publisher should not be hampered by political or corporate connections and should not seek or hold office.

Mr. Schermerhorn was president of the Michigan Press Association two terms, is now superintendent of the First Congregational Sunday School and member of the State Executive Committee of the Michigan Y. M. C. A., but has no other fraternal connections. He holds that the opportunties of public service in his calling are so challenging and its duties so engrossing that it would be a serious mistake to take on other interests or activities.

ELBERT HUBBARD

"GETTING TOGETHER"

Working up to Manhood in Semi-Pioneer Times in Illinois—Learning From, and to Love, Nature—A Good Outdoor Manual Education—Variety of Employments—Studying English Classics — Tramping Through Europe—The People Want Brevity and Plain Statements—Enters the Lecture Field—Art the Expression of Man's Joy in His Work Through the Marriage of Hand and Brain—Beauty and Harmony the Desire and Right of All—All Long for Fellowship and Companionship—Life is Expression—Education by Doing Things Worthily and Giving Expression to Best Impulses—Physical Work the Best Mental, Moral and Spiritual Training—The "Message to Garcia"—the Hero is the Man who Does His Work—Loyal, Honest Men who Lovingly and Unflinchingly Do Their Work are Wanted.

From an article published in the Cosmopolitan Magazine and afterwards issued in pamphlet form, we gather the leading facts with regard to Elbert Hubbard, who is to deliver an address before the National Editorial Association at Houston, Texas, April 23rd, on the very opportune and exceedingly practical and edifying, and to him especially appropriate, topic" Getting Together."

As requested by the "Cosmopolitan," Mr. Hubbard tells his own story, as follows, after treating at some length of the Roycrofters and his work at East Aurora, N. Y.:

Concerning my own personal history, I'll not tarry long to tell. It has been too much like the career of many another born in the semi-pioneer times of the Middle West, to attract much attention, unless one should go into the psychology of the thing with intent to show the evolution of a soul. But that will require a book—and some day I'll write it, after the manner of St. Augustine or Jean Jacques.

But just now I'll only say that I was born in Illinois, June Nineteenth, Eighteen Hundred and Fifty-six. My father was a country doctor, whose income never exceeded five hundred dollars a year. I left at fifteen, with a fair hold on the three R's, and beyond this my education in "manual training" had been good. I knew all the forest-trees, all wild animals thereabout, every kind of fish, frog, fowl or bird that swam, ran or flew. I knew every kind of grain or vegetable, and its comparative value. I knew the different breeds of cattle, horses, sheep and swine.

I could teach wild cows to stand while being milked; break horses to saddle or harness; could sow, plow and reap; knew the mysteries of apple butter, pumpkin pie, pickled beef, smoked side-meat, and could make lye at a leach and formulate soft soap.

That is to say, I was a bright, strong, active country boy who had been brought up to help his father and mother get a living for a large family. I was not so densely ignorant—don't feel sorry for country boys: God is often on their side.

At firteen I worked on a farm and did a man's work for a boy's pay. I did not like it and told the man so. He replied, "You know what you can do."

And I replied, "Yes." I went westward like the course of empire and became a cowboy; tired of this and went to Chicago; worked in a printing-office; peddled soap from house to house; shoved lumber on the docks; read all the books I could find; wrote letters back to country newspapers and became a reporter; next got a job as traveling salesman; taught in a district school; read Emerson, Carlyle and Macaulay; worked in a soap-factory; read Shakespeare and committed most of "Hamlet" to memory with an eye on the stage; became manager of the soap-factory, then partner; evolved an Idea for the concern and put it on the track of making millions—knew it was going to make millions—did not want them; sold out my interest for seventy-five thousand dollars and went to Harvard College; tramped through Europe; wrote for sundry newspapers; penned two books (couldn't find a publisher); taught night-school in Buffalo; tramped through

Elbert Hubbard

Europe some more and met William Morris (caught it); came back to East Aurora and started "Chautauqua Circles"; studied Greek and Latin with a local clergyman; raised trotting horses; wrote "Little Journeys to the Homes of Good Men and Great."

So that is how I got my education, such as it is. I am a graduate of the University of Hard Knocks, and I've taken several postgraduate courses. I have worked at five different trades enough to be familiar with the tools. In Eighteen Hundred and Ninety-nine, Tufts College bestowed on me the degree of Master of Arts; but since I did not earn the degree, it really does not count.

I have never been sick a day, never lost a meal through disinclination to eat, never consulted a doctor, never used tobacco or intoxicants. My work has never been regulated by the eight-hour clause. Horses have been my only extravagance, and I ride horseback daily now: a horse that I broke myself, that has never been saddled by another, and that has never been harnessed.

My best friends have been workingmen, homely women and children. My father and mother are members of my household, and they work in the Shop when they are so inclined. My mother's business now is mostly to care for the flowers, and my father we call "Physician to The Roycrofters," as he gives free advice and attendance to all who desire his services. Needless to say, his medicine is mostly a matter of the mind. Unfortunately for him, we do not enjoy poor health, so there is very seldom any one sick to be cured. Fresh air is free, and outdoor exercise is not discouraged.

The Roycroft Shop and belongings represent an investment of about three hundred thousand dollars. We have no liabilities, making it a strict business policy to sign no notes or other instruments of debt that may in the future prove inopportune and tend to disturb digestion. Fortune has favored us.

First, the country has grown tired of soft platitude, silly truism and undisputed things said in such a solemn way. So when "The Philistine" stepped into the ring and voiced in no uncertain tones what its editor thought, thinking men and women stopped and listened. Editors of magazines refused my manuscript because they said it was too plain, too blunt, sometimes indelicate—it would give offense, subscribers would cancel, et cetera. To get my thoughts published I had to publish them myself; and people bought for the very reason for which the editors said they would cancel. The readers wanted brevity and plain statement—the editors said they didn't. The editors were wrong. They failed to properly diagnose a demand. I saw the demand and supplied it—for a consideration.

Next, I believed in the American public. A portion of it, at least, wanted a few good and beautiful books instead of a great many cheap books. The truth came to me in the early nineties, when John B. Alden and half a dozen other publishers of cheap books went to the wall. I read the R. G. Dun & Company bulletin and I said, "The publishers have mistaken their public—we want better books, not cheaper." In Eighteen Hundred and Ninety-two I met William Morris, and after that I was sure I was right.

Again I had gauged the public correctly—the publishers were wrong, as wrong as the editors. There was a market for the best, and the problem was to supply it. At first I bound my books in paper covers and simple boards. Men wrote to me wanting fine bindings. I said, "There is a market in America for the best—cheap boards, covered with cloth, stamped by machinery in gaudy tinsel and gilt, are not enough." I found that the bookbinders were all dead. I found five hundred people in a book-factory in Chicago binding books, but not a bookbinder among them. They simply fed the books into hoppers and shot them out of chutes, and said they were bound. At last I discovered my Leipsic bookbinder, Louis Kinder, a silent man, with princely pride, who is sure that nobody but booklovers will go to Heaven. He just wanted a bench and a chance to work—I supplied these, and here he is, doing the things I would like to do—doing them for me.

Next, the public wanted to know about this thing—"What are you folks doing out there in that buckwheat town?" Since my twentieth year I have had one eye on the histrionic stage. I could talk in public a bit, had made political speeches, given entertainments in

cross-road schoolhouses, made temperance harangues, was always called upon to introduce the speaker of the evening, and several times had given readings from my own amusing works for the modest stipend of ten dollars and keep. I would have taken the lecture platform had it not been nailed down.

In Eighteen Hundred and Ninety-eight, my friend Major Pond wanted to book me on a partnership deal at the Waldorf-Astoria. I didn't want to speak there—I had been saying unkind things in "The Philistine" about the Waldorf-Astoria folks. But the Major went ahead and made arrangements. I expected to be mobbed.

But Mr. Boldt, the manager of the hotel, had placed a suite of rooms at my disposal without money and without price. He treated me most cordially; never referred to the outrageous things I had said about his tavern; assured me that he enjoyed my writings, and told me of the pleasure he had in welcoming me. Thus did he heap hot cinders upon my occiput. The Astor gallery seats eight hundred people. Major Pond had packed in nine hundred at one dollar each—three hundred were turned away. After the lecture the Major awaited me in the anteroom, fell on my neck and rained Pond's Extract down my back, crying, "Oh! Oh! Oh! Why didn't we charge them two dollars apiece!"

The next move was to make a tour of the prinicpal cities under Major Pond's management. Neither one of us lost money—the Major surely did not.

Last season I gave eighty-one lectures, with a net profit to myself of a little over ten thousand dollars. I spoke at Tremont Temple in Boston, to twenty-two hundred people; at Carnegie Hall, New York; at Central Music Hall, Chicago, I spoke to all the house would hold; at Chautauqua, my audience was five thousand people. It will be noted by the Discerning that my lectures have been of double importance, in that they have given an income and at the same time advertised the Roycroft Wares.

The success of the Roycroft Shop has not been brought about by any one scheme or plan. The business is really a combination of several ideas, any one of which would make a paying enterprisce in itself. So it stands about thus:

First. The printing and publication of three magazines. Second. The printing of books (it being well known that some of the largest publishers in America—Scribner aond Appleton, for instance—have no printing plants, but hav their work done for them). Third. The publication of books. Fourth. The artistic binding of books. Fifth. Authorship. Since I began printing my own manuscript, there is quite an eager demand for my writing, so I do a little of Class B for various publishers and editors. Sixth. The Lecture Lyceum. Seventh. Blacksmithing, carpenter-work, terra cotta and weaving. These industries have sprung up under the Roycroft care as a necessity. Men and women, many of them seventy years young or so, in the village, came to us and wanted work, and we simply gave them opportunity to do the things they could do best. We have found a market for all our wares, so no line of work has ever been a bill of expense.

I want no better clothing, no better food, no more comforts and conveniences than my helpers and fellow-workers have. I would be ashamed to monopolize a luxury—to take a beautiful work of art, say a painting or a marble statue, and keep it for my own pleasure and for the select few I might invite to see my beautiful things. Art is for all—beauty is for all. Harmony in all of its manifold forms should be like a sunset—free to all who can drink it in. The Roycroft Shop is for The Roycrofters, and each is limited only by his capacity to absorb.

Art is the expression of man's joy in his work, and all the joy and love that you can weave into a fabric comes out again and belongs to the individual who has the soul to appreciate it. Art is beauty; and beauty is a gratification, a peace and a solace to every normal man and woman. Beautiful sounds, beautiful colors, beautiful proportions, beautiful thoughts—how our souls hunger for them! Matter is only mind in an opaque condition; and all beauty is but a symbol of spirit. You can not get joy from feeding things all day into a machine. You must let the man work with hand and brain, and then out of the joy of this marriage of hand brain, beauty will be born. It tells of a desire for harmony, peace, beauty, wholeness—holiness.

Art is the expression of man's joy in his work.

When you read a beautiful poem that makes your heart throb with gladness and gratitude, you are simply partaking of the emotion that the author felt when he wrote it. To possess a piece of work that the workman made in joyous animation is a source of joy to the possessor.

And this love of the work done by the marriage of hand and brain can never quite go out of fashion—for we are men and women, and our hopes and aims and final destiny are at last one. Where one enjoys, all enjoy; where one suffers, all suffer. Say what you will of the coldness and selfishness of men, at the last we long for companionship and the fellowship of our kind. We are lost children, and when alone and the darkness gathers, we long for the close relationship of the brothers and sisters we knew in our childhood, and cry for the gentle arms that once rocked us to sleep. Men are homesick amid this sad, mad rush for wealth and place and power. The calm of the country invites, and we would fain do with less things, and go back to simplicity, and rest our tired heads in the lap of Mother Nature.

Life is expression. Life is a movement onward, an unfolding, a development. To be tied down, pinned to a task that is repugnant, and to have the shrill voice of Necessity whistling eternally in your ears, "Do this or starve," is to starve; for it starves the heart, the soul, and all the higher aspirations of your being pine away and die.

At the Roycroft Shop the workers are getting an education by doing things. Work should be the spontaneous expression of a man's best impulses. We grow only through exercise, and every faculty that is exercised, becomes strong, and those not used atrophy and die. Thus how necessary it is that we should exercise our highest and best! To develop the brain we have to exercise the body. Every muscle, every organ, has its corresponding convolution in the brain. To develop the mind, we must use the body. Manual training is essentially moral training; and physical work is at its best, mental, moral and spiritual—and these are truths so great and yet so simple that until yesterday many wise men did not recognize them.

At The Roycroft Shop we are reaching out for an all-round development through work and right living.

And we have found it a good expedient—a wise business policy. Sweat-shop methods can never succeed in producing beautiful things. And so the management of The Roycroft Shop surrounds the workers with beauty,

allows many liberties, encourages cheerfulness and tries to promote kind thoughts, simply because it has been found that these things are transmuted into good, and come out again at the finger-tips of the workers in beautiful results. So we have pictures, statuary, flowers, ferns, palms, birds, and a piano in every room. We have the best sanitary appliances that money can buy; we have bathrooms, shower-baths, library, rest-rooms. Every week we have concerts, dances, lectures.

Besides being a workshop, the Roycroft is a School. We are following out a dozen distinct lines of study, and every worker in the place is enrolled as a member of one or more classes. There are no fees to pupils, but each pupil purchases his own books—the care of his books and belongings being considered a part of one's education. All the teachers are workers in the Shop, and are volunteers, teaching without pay, beyond what each receives for his regular labor.

One of the most noted products of Mr. Hubbard's pen is, "A Message to Garcia," which nearly every one has read and of which Mr. Hubbard says:

One fortuitous event that has worked to our decided advantage was, "A Message to Garcia."

This article, not much more than a paragraph, covering only fifteen hundred words, was written one evening after supper in a single hour. It was the Twenty-second of February, Eighteen Hundred and Ninety-nine, Washington's Birthday, and we were just going to press with the March "Philistine." The thing leaped hot from my heart, written after a rather trying day, when I had been endeavoring to train some rather delinquent helpers in the way they shoul go.

The immediate suggestion, though, came from a little argument over the teacups when my son Bert suggested that Rowan was the real hero of the Cuban War. Rowan had gone alone and done the thing—carried a message to Garcia.

It came to me like a flash! yes, the boy is right, the hero is the man who does the thing—does his work—carries the message.

I got up from the table and wrote, "A Message to Garcia."

I thought so little of it that we ran it without a heading. The edition went out, and soon orders began to come for extra March "Philistines," a dozen, fifty, a hundred; and when the American News Company ordered a thousand I asked one of my helpers which article it was that had stirred things up.

"It's that stuff about Garcia," he said.

The next day a telegram came from George H. Daniels, of the New York Central Railroad, thus: "Give price on one hundred thousand Rowan article in pamphlet form—Empire State Express advertisement on back—also state how soon can ship."

I replied, giving price, and stated we could supply the pamphlets in two years. Our facilities were small and a hundred thousanl pamphlets looked like an awful undertaking.

The result was that I gave Mr. Daniels permission to reprint the article in his own way. He issued it in booklet form in editions of one hundred thousand each. Five editions were sent out, and then he got out an edition of half a million. Two or three of these half-million lots have been sent out by Mr. Daniels, and in addition the article has been reprinted in over two hundred magazines and newspapers. It has been translated into eleven languages, and been given a total circulation of over twenty-two million copies. It has attained, I believe, a larger circulation in the same length of time thany any written article has ever before reached.

Of course, we can not tell just how much good "A Message to Garcia" has done the Shop, but it probably doubled the circulation of both "Little Journeys" and "The Philistine." I do not consider it by any means my best piece of writing; but it was opportune—the time was ripe. Truth demands a certain expression, and too much had been said on the other side about the down-trodden honest man looking for work and not being able to find it. The article in question states the other side. Men are needed—loyal, honest men who will do their work. "The world cries out for him—the man who can carry a message to Garcia."

The man who sent the message and the man who receiced it are dead. The man who carried it is still carrying other messages. The combination of theme, condition of the country, and method of circulation was so favorable that their conjunction will probably never occur again. Other men will write better articles, but they may go a-begging for lack of a Daniels to bring them to judgment.

HON. O. B. COLQUITT, GOVERNOR OF TEXAS

Oscar Branch Colquitt was born in the town of Camilla, the county seat of Mitchell County, Georgia, on December 16, 1861. This makes him fifty-two years old the 16th day of last December. He came to Texas with his father and mother, arrving at Daingerfield, Morris County, on January 8, 1878, being at that time sixteen years of age. The first three years of his residence in Texas he worked on a rented farm in Morris County. The first year he went to school after crops were laid by, walking two miles from the country into town. He subsequently attended school at the old Daingerfield College, and received instruction from Rev. E. M. Sweet, who now resides at Georgetown, Texas. During the session he boarded at the home of Hon. John A. Peacock, who was then a member of the Legislature and in attendance upon its sessions (he now resides at Forth Worth), paying his board by making fires, chopping wood and caring for the stock.

After leaving school he sought employment in the railroad service, applying to the management of the old East Line and Red River Railroad for the position of brakeman or fireman. He was unsuccessful in securing such employment, but subsequently did get a job as porter at the Daingerfield station, which place he held for two months, later engaging in other and more profitable work at a turning lathe in a furniture factory at Daingerfield at $1.25 per day. This position he quit to accept a place in the printing office of the Morris County Banner on a contract for six months at $12.50 per month. This was in 1880.

Mr. Colquitt served in the State Senate four years, from 1895 to 1899. He served eight months as State Revenue Agent, under appointment of Governor Culberson, during his last term. Governor Joseph D. Sayers voluntarily tendered him a position upon the tax commission, created for the purpose of revising the revenue laws of the State.

In 1902 he made the race for Railroad Commissioner to succeed John H. Reagan. He was nominated and elected.

At Pittsburg, in December, 1885, Mr. Colquitt was married to Miss Alice Murrell, who was born and raised at Minden, La. They have five children, four boys and

one girl, the oldest, Rawlins M., being a graduate of the State University of Texas.

His grandfather and wife, Lizzie Franklin, were natives of Fairfax County, Virginia, and emigrated to Green County, Ga., in 1801. He was a large planter and was a colonel of militia with Jackson in his fights with the Indians in Alabama. His father was a private soldier in the Revolutionary War, and in a hand-to-hand conflict with a British officer, was knocked down and pierced through the face by the British officer's sword. While in that attitude he managed to get his pistol and shot the British officer dead. He, in after life, relating his experiences and hardships as a Revolutionary soldier, would repeat this incident and weep over it.

Walter T. Colquitt, who was a great criminal lawyer in Georgia, and a United States Senator from that State

Hon. O. B. Colquitt, Governor

before the War, was the father of Alfred H. Colquitt, who was a Confederate brigadier-general and after the War was elected Governor and Senator from the State of Georgia, were cousins of the family of the present candidate for Governor of Texas. His grandmother, Lizzie Franklin, was a distant relative of Benjamin Franklin. Mr. Colquitt's maternal grandfather was David N. Burkhalter, of Marion County, Georgia. He was a merchant and large planter and a local Methodist preacher. Before the War he was an ardent Whig in politics and a friend of Henry Clay. His immediate ancestors came to this country from Holland and he was Holland-Dutch. His maternal grandmother was Miss Ann Short, and her people came to Georgia from North Carolina. Her mother was related to the Branch family of North Carolina, John Branch being secretary of the navy in Jackson's cabinet. One of the Branch's subsequently became Governor of Florida.—Terrell Transcript.

ROY A. STACEY, EDITOR AND PROPRIETOR THE ADAIR, IOWA, NEWS

An Editor who Hears with His Eyes

By special request of the editor of the National Printer-Journalist, Mr. Stacey has furnished the following autobiograpy of himself:

B. B. Herbert,
Editor National Printer-Journalist,
4618 Ravenswood Ave.,
Chicago, Ill.

My Dear Mr. Herbert:—

Complying with your request I am forwarding to you a photo of myself ,though it is about two years since it was made.

Have accepted Mr. Oswald's invitation to take part in the program, and in reply to your request for information, will say I am a young man, and have owned the Adair News eight years.

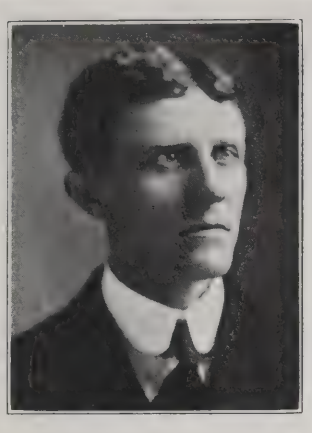
When sixteen years of age I suddenly became deaf—in one night—and have never recovered sufficiently to hear conversation. Was not at the head of my class in school up to that time, and on account of the embarrassment of not being able to hear among the boys and girls I had grown up amongst, I refused to go to school. Was in the freshman year when I quit, and as an excuse to get out of attending school I accidentally secured a job as devil in a newspaper office,—it was the first time I had ever been in a newspaper office in my life.

But I stuck to it. This was in the Republican office in my old home town of Anita, Iowa. Later I was employed on the daily Evening Republican at Boone, leaving a position in that office when I came to Adair to purchase the News; paid $2,500, all borrowed in the regular way from a bank. Today I own free of debt the plant, building and lot, and other property, the equipment of the office comprising a standard linotype, two-revolution book and job-press, a dozen steel run type cabinets, galley cabinets, jobbers, large amount of job and ad type, sample cabinets, etc. These are all labor-saving, and the office is probably the cleanest and neatest-looking office in Iowa.

Presume the business and building is worth about $10,000. Have been out of debt for some time. Some months ago I purchased some shares in the First National Bank of Adair and also other property. It so happened the first of this year, along in February, that my paper cutter "busted" one day and I had to buy a new one, for which the foundry asked $165. When I came to the place where the pay had to come across, I found myself short, and unable to meet the bill within ten days,—the first time such a thing has happened in a long while. Several of the years I have been in business here I have taken the discount for cash on almost every bill sent me during that 12 months.

Three years ago I purchased a good automobile and have been quite active in the good roads movement, having named and been one of the men who established the Great White Way across Iowa. Am secretary of this state Association. Have toured the state and with four men have made great improvements in the road, so that today it is acknowledged, by informed men, to be the best road in Iowa.

Now a word about my deafness. You may think I will prove a poor newspaper man, at first thought. On this subject I am sending you a clipping. Really, I do have a rare good time and am traveling considerably every year. Although I cannot hear my own voice, I



Edward Albright
News, Gallatin, Tenn.
"The Newspaper as a Constructive Force."
(See page 264)

Miss Caroline A. Huling
Progress Library Bureau, Chicago, Ill.
"Value of a Woman's Page."
(See page 262)

Roy A. Stacey
News, Adair, Iowa.
"Building up a Weekly in a Small Town."
(See page 260)

John C. Lochner
Bee, Auburn, Ind.
"Making a Weekly Pay at Fifty Cents a Year."
(See page 263)

Carlton M Brosius
Herald-Progress, Sumner, Miss
"Editorial Writing in the Home Weekly."
(See page 262)

L. M. White
Ledger, Mexico, Mo.
"Editorial Responsibility of the Country Publisher."
(See page 262)

Professor Merle Thorpe
Lawrence, Kan.
"Value of a Department."
(See page 263)

Mrs. Mindwell C. Wilson
Citizen-Times, Delphi, Ind.
"The Editorial Vertebra."
(See page 264)

Walter Ferguson
Republican, Cherokee, Okla.
(See page 263)

talk with everybody, seldom use a pencil, and you will have just as much fun with me as anyone else. I'm a good roads man, a poultry fancier, a lover of athletic sports, secretary of the Adair Commercial Club, superintendent of roads in this township, member of three Iowa editorial associations, the National Editorial Association, and interested in many different lines of activity. Have taken quite an active part in politics, was chairman of the resolutions committee at a recent republican convention, delivered an address on "Newspapers in Their Relation to Good Roads," before the Western Iowa Editorial Association at Council Bluffs in February, this year, and some other things that I have done just for fun, to have something to do.

And I am not yet a married man. Have had a plenty to do without getting mixed up in the matrimonial game.

This letter has been written in a hurry, as I must write a magazine article for the Motorist about the Great White Way, and have not much time in which to get it ready. You may use portions of this information, but do not wish to have any considerable biography. Many thanks for your interest shown. Will be pleased to meet you on the trip. The only hope I have is that you do not wear a heavy moustache and beard. They put me out of the talking game.

They have a standing joke on me, in that I am able to talk with the young ladies or their mammas easily, but can't get a word from a man with a beard and a per cent of the smooth-faced men who do not articulate or speak plainly.

Wish also to refer to the fact that no rich relatives or friends have helped me along. No one ever gave me a cent that I did not earn.

If there is anything else you may want at any time, I shall be glad to comply with your wishes, if possible.

Cordially yours,

R. A. STACEY.

The Panora Vedette clipping is from a paper on the "River-to-River" road,—a rival of the "White Way." That is why he tries to have sport with me, and calls our road the "White Wash" way.

Not Even the Crack of Doom?

Oskaloosa Globe: Roy A. Stacey a newspaper man of Adair, is the efficient secretary of the Great White Way Association. He is wholly deaf, can't hear a sound, not even the crack of doom, but the chance acquaintance must be told to know of the misfortune. We have talked with several lip readers, but Stacey has them all beat. He is a wonder. The writer was with him half a day before finding out about his deafness. He reads and converses in a natural tone, and by sitting where he can see the speakers, takes down motions and performs other duties of a secretary without inconvenience. One can but admire his pluck. He has an awful handicap, but deliberately refuses to concede it. "Count your blessings." One way Stacey is in luck. There are always a lot of kicks about a newspaper office. If he don't want to hear 'em he simply looks the other way.

L. M. WHITE

Lea. Mitchell White, junior editor of the Mexico, Missouri, Ledger, was born in Mexico, Mo., May 21, 1883, and at the age of twelve was editor of a small boys' weekly paper called the "Whizzer." After spending six years in Westminster College, Fulton, Mo., and the University of Colorado, Boulder, Colo., he continued his newspaper work on the Ledger upon which he had gained experience during vacations. In 1905 he joined the staff of the Denver Post and later was editor and part owner of the Denver Newsletter, a weekly publication devoted to society, motoring and kindred interests. Later he sold his interests in Colorado and returned to Mexico, where he became a partner in the newspaper business with his father who has just rounded out his thirty-seventh year as owner and publisher of the Mexico Evening and Weekly Ledger. R. M. White, the Senior member of the firm, has been connected with the National Editorial Association since its organization and was Recording Secretary for a great many years. He is a past president of the Missouri Press Association. L. M. White is president of the commission governing the Missouri Associated Daily Papers and one of the organizers. He is also a vice-president of the Missori Press Association. He has been a special correspondent for the St. Louis Republic, covering army maneuvers for them, and as been actively engaged in newspaper work the greater part of his life.

CARLTON MURRAY BROSIUS

Born at Nashville, Tenn., September 28, 1881. Educated at Nashville High School and Vanderbilt University. Learned the printers' trade with job and newspaper offices in Nashville, and during the eleven years he has worked at the printing business has held positions on newspapers in thirty states, in the District of Columbia and in Canada. Has been editor of the Herald-Progress at Sumner, Miss., for the past two years. He was married on June 30, 1912, to Miss Ruth Lillian Goodson, of Shreveport, La., and has a fine boy, ten months old, named Murray Thomson Brosius. Mr. Brosius is a member of the National Editorial Association, and of the International Typographical Union, as well as of the Baptist Church and the I. O. O. F. and K. of P. Lodges. He is on the program for an address at the Houston convention, his subject being, "Editorial Writing in the Home Weekly."

CAROLINE A. HULING

Caroline A. Huling, whose paper on "The Woman's Page" is on the program of the Convention, also is chairman of the committee on revision of the by-laws and constitution and is executive representative of the Illinois Woman's Press Association. She has been in the National Editorial Association since 1890, when, at the Boston convention, she was the first woman to be elected to office therein, being made assistant corresponding Secretary. She has attended many conventions since, always taking an active interest in the Association.

Miss Huling is a newspaper woman by birth as well as education, being a descendant of men who were prominent in the annals of the printing trade in Colonial days, inheriting her predilections from both parents. Her father, the late Edmund J. Huling, was for many years representative of the Associated Press in Saratoga Springs, thus giving his daughter the advantage of a broader training than would be possible with only a local newspaper and job printing office. While not learning the printing trade, Miss Huling entered the business office and was for several years associated with her father, gaining a valuable education.

Her mother, also the daughter and granddaughter of editors, was early imbued with the ethics of the craft, passing much time in the office of her father, the late Col. Alden Spooner, a pioneer editor and publisher on

Long Island for nearly half a century conducting a paper in Brooklyn, N. Y. His father, Judah Paddock Spooner, was the first printer in the state of Vermont, establishing a paper in that state that had a continuous existence for over a century. The press used by Mr. Spooner was the first brought into this country from England and is now an interesting historic relic in the collection of the Vermont Historical Society. Mrs. Huling also was a descendant of John Alden and Priscilla Mullins, the couple made famous by Longfellow in the "Courtship of Miles Standish," and many of whose descendants have themselves become notable in literary work.

With such ancestry it was but natural that Caroline A. Huling should have chosen newspaper business for her vocation. She had been a resident of Chicago for many years, principally engaged in trade journalism. She is widely known in connection with a book and periodical trade publication, "The Bookseller," of which she was editor for nearly sixteen years, ten of which included the duties of owner and publisher. She also has had full editorial charge of seven other trade journals and has for four years past been editorial writer on another, contributing a large amount of unsigned work and writing special articles, fiction and miscellaneous matter for Chicago and other dailies and Sunday papers and magazines.

Miss Huling has written a number of books including several novels. Many short stories from her pen have appeared in various magazines and newspapers. She is at present a free-lance writer and lecturer on various topics, including Household efficiency, in which she specializes. She has just returned from an extensive tour of the Canadian Northwest, where she has gathered much valuable material for immediate use. Part of the time was passed upon a homestead collecting data for a series of articles on Woman's part in Empire Building. Miss Huling is a charter member of the Illinois Woman's Press Association and also is founder and president of the Mid-west Chapter of the Alden Kindred of America and a vice-president of the national organization of the Alden Kindred, and a member of the Daughters of the American Revolution.

WALTER FERGUSON

Walter Ferguson, editor Cherokee Republican, is a native of Kansas, and moved to Oklahoma at the great opening in 1889. He is twenty-seven years old and has worked in the newspaper business since boyhood, learning to set type in his father's office, that of the old, for Oklahoma, Watonga Republican. Afterwards he worked on various Oklahoma newspapers. For a number of years he was capital correspondent at Guthrie, Oklahoma, and like every active city newspaper man, always had an ambition to own a country paper. In 1908 he bought the Cherokee Republican and has conducted it since that time, intending to remain in the country for a couple of years, with the hope for a reputation to come that would land a job with the right paper. When the chance finally came to get this kind of a job, the conduct of a country paper appealed the more and now he is a satisfied country editor.

He has originated two forms of political burlesque which have contributed to the securing for him wide recognition in an editorial way, namely, the "Squirrell Rifle Brigade" and the 'Crazy Snake Letters." These have attracted favorable attention throughout Oklahoma.

JOHN C. LOCHNER, AUBURN, IND., EDITOR AND PROPRIETOR OF THE WEEKLY BEE

Was born August 1st, 1871, and grew up to boyhood on a farm south of his home city. He is a self-made newspaper man, having quit country school at the age of fifteen, and after a few years employment in other pursuits, learned the art of printing in the office of the Auburn Dispatch.

After one year he was made foreman of that office, having developed unusual ability in the printing art. Before starting his present paper he was owner and publisher of papers at Argos, Ind., Keithsburg, Ill., and Colon, Mich., and returned to Auburn about eighteen years ago and started an exclusive job shop.

This proved a successful venture from the start, and on January 3, 1912, the Weekly Bee was started as an independent paper, in the face of two old and well established political papers.

How well he has succeeded is evidenced by the fact that the paper has now more than twelve hundred readers, and is the recognized leading paper in the county, and its equipment is by far the best of any in the county, including Intertype and other modern machinery.

He is an aggressive newspaper man and believes in getting the good things to be had by attending the conventions, and he and Mrs. Lochner attended the Colorado Springs meeting last year.

PROFESSOR MERLE THORPE

We have had occasion heretofore to give the outlines of the life and work of Professor Merle Thorpe and our readers are familiar therewith. He has held many important positions with great credit.

He was advertising manager of Washington Life; has held various editorial positions on the Washington Post, Havana (Cuba) Post, Hearst Washington Bureau, Seattle Post-Intelligencer. He organized the department of journalism, University of Washington, 1911; organized short courses for summer school in 1908; reorganized the department of journalism of the University of Kansas in 1911; started the University correspondence courses for newspaper men, University of Kansas, 1911; organized state service work in cost-finding and efficiency, University of Kansas in 1911; and started short courses for state editors in 1914.

W. R. SMITH

Publisher Columbus, Kan., Advocate

W. R. Smith, editor and publisher of the Columbus, Kan., Advocate, daily and weekly, is a native born Kansan who, though still a young man, has been actively engaged in various branches of the publishing business for twenty-three years. His mature years have all been devoted to this work, though he seemed threatened with a career of statesmanship, when immediately following his twenty-first birthday he became mayor of Lecompton, the historic early day capital of Kansas, and at the same time postmaster in that town. But the publishing business has engrossed his entire attention since then until the present moment when the republican editors of the state are talking so favorably of him for state printer that he will probably get into the race.

Mr. Smith knows the publishing game from all angles, having been foreman on the Mail and Breeze, Topeka;

business manager of the Ottawa Herald, and owning and publishing papers in Manhattan, Lecompton, Garnett and Fort Scott. He has also edited and published the following fraternal journals: Fraternal Aid, Lawrence; Knights of Protected Ark, Topeka; Home Builders. Fort Scott.

In the past three years Mr. Smith has demonstrated that a daily paper can be made a success in a town of 4,000. The Daily Advocate, with a handful of subscribers, and they only mildly concerned whether the carrier delivered it each afternoon or not, at the time Mr. Smith purchased it, has developed under Mr. Smith's ownership until it reaches 90 per cent of the homes in Columbus and has a good circulation throughout the county, and has an advertising patronage of proportions incomparably greater than in its moribund earlier days.

MRS. WILSON

Mrs. Mindwell Crampton Wilson, who will talk on, "The Editorial Vertebra," at the National Editorial Association in Houston, Texas, this month, is the daughter of A. B. Crampton, the oldest-in-service newspaper man in Indiana, and the wife of Henry B. Wilson, business manager of the Carroll County Citizen-Times, of Delphi, Indiana. Mrs. Wilson is associate editor of the Citizen-Times, her father still filling the position as editor. Mrs. Wilson is a graduate of the Delphi High School, a graduate of Purdue University, class of 1903, and received a Master's degree in English at Indiana University in 1905. Her husband is also a graduate of Indiana University and since 1909, they have been copartners in newspaper work in Delphi. Besides being a housekeeper and doing regular newspaper work, Mrs. Wilson conducts a special column in their paper called "Thoughts in Passing." She is also treasurer of the Woman's Press Club of Indiana. Her mother, Mrs. A. B. Crampton, will accompany her on the Texas trip.

EDWARD ALBRIGHT

Edward Albright, lawyer and editor of the News at Gallatin, Tennessee, represents two of the old and respected family connections of Sumner County, Tennessee, the Albrights and the Guthries, both of which have been established here well toward a century and have given to Tennessee men and women of sterling worth.

Edward Albright, a native of Sumner County, was born August 18, 1873. He was educated at Cumberland University, from which institution he graduated in law in 1898. For eight years thereafter he was an active practitioner at the Gallatin bar, but since 1907, at which time he purchased the News, he has given the major portion of his attention to the management of this publication and to his editorial duties in connection therewith. Mr. Albright is a writer of considerable ability and is well-known throughout the state. He is the Author of "Early History of Middle Tennessee," a work of much merit and which has been well received. The News is a weekly publication, circulates to about 2,000 subscribers and is a financial success. Democratic in politics, under the able management of its editor, it wields a strong influence in the industrial and political affairs of its section.

Mr. Albright has been for fifteen years an Elder in the Presbyterian Church. He is a member of the Knights of Pythias and has been Chancellor Commander of his lodge for the last five years. He has never been a candidate for public office.

(For Additional Biographical Sketches, see page 292)

HONORARY FRATERNITY OF SCHOOLS OF JOURNALISM

An honor fraternity composed of the advanced students in the division of advertising of the School of Journalism of the University of Missouri has just been organized. It is known as Alpha Delta Sigma. It is the purpose of the founders of the organization to make it national, similar to the honorary societies in the schools of law, engineering, medicine, and arts.

The charter members of the fraternity are: H. J. McKay, Nova Scotia; Alex Bayless, Texas; Rex Magee,

Mississippi; O. N. Gingrich, Colorado; Guy Trail, T. E. Parker, John Jewell, Harrison Brown, Missouri; and J. B. Powell, Instructor in Advertising in the University of Missouri.

The purpose of the fraternity is to instill high ideals on the part of students in advertising in American Univertities. The constitution includes the Declaration of Principles regarding Truth in Advertising, adopted at the meeting of the Associated Advertising Clubs of America at Baltimore last year. There are sixty-five students in the courses in advertising at the University of Missouri this year.

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WISCONSIN'S COURSE IN JOURNALISM

Warren D. Foster, department editor of the Youth's Companion, addressed the students in the class in magazine writing in the Course of Journalism at the University of Wisconsin on February 13th, on writing for the magazines.

N. C. Parke, who is special correspondent for the United Press at the Congressional investigation of the copper strike in Northern Michigan, is a former student in the Course in Journalism at the University of Wisconsin.

Newspaper advertising is the subject of a new course in the department of journalism at the University of Wisconsin this semester, the work is in charge of Professor R. S. Butler, a member of the educational committee of the Associated Advertising Clubs of America.

Harlow B. Brown, a graduate of the Course in Journalism at the University of Wisconsin last June, is engaged in doing editorial work on System, Chicago.

Alvin H. Kessler, one of last year's graduates in the Course in Journalism at the University of Wisconsin, is instructor in journalism at the University of Pittsburgh.

With the new students that have entered for the second semester the total number of students in the four-year course in journalism at the University of Wisconsin this year is just 100.

Students in the class in newspaper reporting at the University of Wisconsin are now taking regular assignments every day on the two daily papers in Madison as a part of their practical experience.

MORE WORK THROUGH PUBLICITY

Address all samples and communications for this Dept. to Harry Albro' Woodworth, 43 St. Botolph St., Boston, Mass

IT is some years since department stores began to realize the value of introducing their different buyers to the public by means of portraits of them in newspaper advertisements, along with offerings from the various sections, signed by the department heads, etc. The idea is now being used by newspapers in calling attention to those workers in their production who have not hitherto been brought into the limelight, nor, in all probability, have wished to be, so modest are printers, for instance, as compared with writers, for example.

The ad began with that oft-quoted statement, which has been used so frequently in the advertising of printing—just where it should never be used without amendment or protest—to the effect that if a man build a better mousetrap (or a better anything else) than his neighbor, even though his house was in the woods, the world would make a path to his door. The writer and compiler of "More Work Through Publicity," who has seen that his natural modesty is not in keeping with the trade of an advertising man, believes he was the first to declare this untrue unless the mousetrap manufacturer advertised to those who were worried through the best-laid schemes of mice. This view of the matter has of late years been very extensively used in the advertising of advertising. The Herald advertising man had evidently not read, or did not believe, the full-page ads run by the Hearst newspapers to advertise advertising only the Sunday before. In suggesting the amendment to the quotation, "provided he advertises," they made the statement that Emerson, to whom the remark is generally attributed, did not make it, and that Elbert Hubbard was not the author, either; but that a minister in New York State was responsible. Certainly the Fra is too good an advertising man to believe the statement as originally propounded. But I was speaking of the Herald ad. Here is the most of it—I like the last sentence especially. Maybe some day we will know the names of the various personal devils that help to mould public opinion. Surely they must be the stuff of which great editors and printers and advertising men are made:

His meaning [the ad-writer is referring to the mousetrap philosopher] was that to whatever a man does, if it is done better than others do or have done it, the world is ready to give full recognition.

The front page of next Sunday's magazine section of the Herald will be one of the most remarkable color pages produced in a newspaper plant. It will be a full page of reproductions of the amusing and fascinating drawings of Marcel Lejeune [did you ever hear of HIM before?—H. A. W.]. Before these pages reach the Electrotype Room of the Herald, five men who excel in their special lines all collaborated on this great feature—Stefano, who photographed them; Kulz, who gave them their proper relation on the page; Jennett, who handled the layout and lettering; Nadherny, who made the color sketches, and Hunt, who prepared the color plates.

You may have never heard of any of the foregoing men; you may have no interest in the personal side of the work—at present. But as you continue to get the Sunday New York Herald, watch its steady growth towards the perfection it is always striving to achieve. You will be anxious to hear about these men and others.

The Century is Modest, Withal

THE CENTURY'S GREATEST YEAR HAS BEGUN

Thus reads the scare-head of an advertisement. The century referred to is not the twentieth century, though one would not be sure of that, were it not for the context. It is our good old friend, The Century, which is certainly proving, under its new editorship, to be all-wool and a Yard long. But "not of the howling dervishes of" advertising, any more than of song, is the Century. The heading is promising, to any who know what great years The Century has had. But for a magazine that has so long been known as a leader in a country and in a world of culture, the paragraph that follows the head could scarcely be an instance to call for such a comment as "Methinks the lady doth protest too much":

The Century is now adding new subscribers daily to its list. It is also achieving remarkable success on the news-stands.

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Twenty Years of Subscription Building

Twenty Years of Subscription Building" is the title of a booklet with a cover of dark-green

stock issued by the Custer County Chief, Broken Bow, Neb. The cover has a rather attractive design in just two harmonious faces of type, or rather it would be attractive, were the type not so light as to be difficult to read because of the darkness of the ink and the stock. How much better it would have been to use a heavy letter printed in harmonizing colors. The cover is out of keeping with the strongly typed message in the body of the booklet, which is printed on stock especially harmonious with the larger-paged cover. Were there no cover, however, and the fine-letter, fine-rule, fine-ornament design been printed on the first page of the light stock, the booklet would have been much more effective than it is now. But I like the cord with which the book was painstakingly bound; I like the color of the cover, too, and as it is so harmonious with the inner stock, would that it were stronger as a whole! The title is strong, and the name of the paper is strong, and the color of the stock is strong. It is a job that should have no weak feature, and its weakness is merely because of the use of letters that are good, handsome and well composed on a cover stock which overwhelms them.

I am speaking at some length about this matter in order to impress on readers of this department that a job may be well-composed with good type and ornamentation, printed on good stock, of two harmonious colors, and good colors at that, and yet be a failure as a specimen of typography, and lose much of its force as a message; as an advertisement, even though the soul of the message—the wording—be as good as this booklet.

I said there should be no weak feature, not only because one little weakness does so much to obscure the strength, but because I find, after keeping this booklet over a year in a pile of stuff I thought hardly worthy of mention (in spite of the good cover composition, mind you!) that the words of this booklet are words of gold. I am glad they were not printed in gold, however, for then I probably would not have read the booklet, even now. Gold printing in small letters on yellow stock is something that I find on another job in the pile whose words may be as "apples of gold in pictures of silver," but I am not going to bother to read them on that chance. Not to-night, at any rate. But I'm glad I read Mr. Purcell's message, for it saves me writing a few sticks, and you will be glad, too. Here it is—a splendidly written ad, telling a splendid story such as will warm the cockles of the heart of Father Herbert. For I believe he reads my department—no doubt he thinks it his duty. Well, he won't be sorry this time.

To Our Friends and Patrons:

The Custer County Chief has just rounded out its twentieth year, and there are some things connected with this twentieth anniversary that we believe will interest friends of this paper.

The present editor has been in continuous editorial and business management of the paper every issue during these twenty years. There are many papers in Nebraska much older than the Chief. There are a good many editors in Nebraska who have been in newspaper work longer than we have, but there are only a few editors in Nebraska who have devoted twenty years of continuous and uninterrupted service to the building and maintaining of one paper. In Broken Bow dozens of editors have come and gone since the Chief appeared, and in Custer County the newspaper changes have run into the hundreds during this time.

The really important feature of this twentieth anniversary is not "How long has the editor been in the harness?" but "What has he accomplished?" The actual circulation of the Chief is 3,600 copies each week, which is recognized as the largest of any country weekly (no daily in connection) in all Nebraska. This circulation is not only real and actual, but its condition is healthy, a very great per cent of it being paid, either in advance or up to within the year. For some years our mailing list (corrected twice a month) has hung on our office wall. It is still there for your inspection.

You ask us how we secured this unusual list of readers and how do we hold them and add more each year? By keeping everlastingly at it. That's where our twenty years of continuous service comes in. The Chief has seventy-five correspondents located in seventy-five neighborhoods of Custer County. We publish from 1,200 to 1,500 of these news letters each year, which is another record we hold among Nebraska country weeklies. This, in connection with the other well known news features of the paper in which the editor takes personal pride, is what has put the paper in a vast majority of the homes in Custer County. The fact that the news features of the Chief are equally strong, one week with another, the year around, is the principal reason why the Chief continues to reach the same homes year after year. It is the real reason why the Chief covers Custer County like a blanket.

We are not saying these things for the purpose of throwing bouquets at the editor. We simply want to impress upon you the strength of the Chief as an advertising medium. If there is anything in newspaper advertising, surely the Chief can deliver the goods. With the largest circulation of any paper of its class in the state, with that circulation covering so thoroughly the people YOU want to reach, with a news service that is strong enough to secure and to hold such a circulation, what more could you ask from the standpoint of advertising strength?

No editor can accomplish such results in a year or a short term of years, and the paper which frequently changes hands cannot become a good advertising medium. It is our twenty years of Chief building that has developed this strength. It is this long service that has formed a bond of friendship between the editor and his army of readers that will continue to intensify so long as we keep the paper up to its present standard. There is a reason, and a valid one, why the Chief is the

greatest country weekly advertising medium in Nebraska.

We appreciate more than we can tell you the splendid patronage accorded the Chief, and we are going to make the paper better and stronger as time goes on. We are now striving for 4,000 subscribers and we ask your co-operation in helping to push our subscription list to the four thousand mark before the Chief reaches its twenty-first anniversary.

Yours very truly,
E. R. PURCELL.

And now I am going to ask the compositor, who cannot always read my good writing, to try to decipher the third page of cover. I have gladly done so after reading Mr. Purcell's story. But I wish ink, type and stock had been more sympathetic!—

How the Chief has Grown.

Circulation in 1904 - - -	1,500
Circulation in 1905 - - -	1,900
Circulation in 1906 - - -	2,300
Circulation in 1907 - - -	2,900
Circulation in 1910 - - -	3,200
Circulation in 1911 - - -	3,400
Circulation in 1912 - - -	3,600

The Chief has the largest circulation of any country weekly (no daily in connection) in the State of Nebraska.

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A Pioneer in Paper-Making Who Learned from Wasp and Hornet

Had I but known them at the time, there are some points in the career of I. Augustus Stanwood, who died in Brooklyn on March 3rd, that I would have been glad to use in the lecture. "The World's Greatest Transition Period in Its Relation to the Printed Word," which I delivered at the first national convention of the Fifty-Years-in-Business Club, and which was published in the National Printer-Journalist and other trade journals in the fall of 1912.

Mr. Stanwood is said to be the first man to manufacture paper by the wood pulp process. He was seventy-five years of age, and was born in Augusta, Me.—a city that has used and is using a good deal of paper.

He entered the paper manufacturing business when paper was made from rags and the industry had grown to such an extent that the manufacturers were forced to import their supplies. Large importations of mummy clothes were shipped to America from Egypt and also rags from Italy. It is said that the rag-sorters in the mills throughout the country suffered epidemics of cholera from this cause.

"Go to the ant," is the Scriptural injunction to sluggards. Mr. Stanwood had no need of going to that pattern of industry for lessons in that science, so chose the hornet instead, observing that its nest was made from wood fibre scraped from old fence-rails and dry logs.

So far back as 1863 Mr. Stanwood was selling wood paper to the trade, and for four years he was the only manufacturer using wood in the making of paper.

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A Live-and-Let-Live Live and Help-Live, Live Printer

I have expressed my surprise as well as my warm appreciation of the policy of Jo Anderson, of the Anderson Print Shop, Sacramento, Cal., in his appreciative write-ups of other Pacific Coast printers as set forth in that richest and rarest flower of far-Western printer-journalism, The Andersonian. In a recent issue of that house-organ Mr. Anderson goes into detail as to his reasons for advertising printers that men of more restricted minds would consider rivals in trade, and hence would never give a helping hand. But we are learning that such aid and appreciation is a good thing in business as it is in religion—when we meet it there. Here is Mr. Anderson's article, which is so much better than anything I have written or could write on the subject, and is of such interest as being from a man who practices what he preaches, that I give it entire:

PRINTERS I HAVE MET

It has not been very long ago—in fact, it seems just the other day—that the printer was considered of little importance in the business world. By this I mean the generality of printers, for in considering them as a class the public, which is given to overlooking credit where credit is due, forgets that many men who have been and are now famous in various lines and walks of life have evolved from printers. It is an astonishing fact that the majority of people do not know that Daniel Webster and Horace Greeley were printers; that DeVinne, ex-Governor George Peck, Franklin K. Lane, present secretary of the Interor; Willis Moore, until recently head of the U. S. Weather Bureau; U. S. Senator J. H. Gallinger of Vermont, John H. Marble, Secretary of Interstate Commerce Commission; James H. Barry, editor of the San Francisco Star, who was formerly Naval Officer of the Port of San Francisco, and many other men in equally important walks of life, started their careers at the printing press.

But notwithstanding all this neglect and all this lack of consideration, the printer has arrived. And he has arrived to stay! His position in the business world is well up in the line, and he is receiving deserved recognition by every class. Not only has he taken his position in the business world, but in the social, civic and fraternal worlds as well.

All this has been made possible by the adoption of modern business methods. Since he ceased to be his own mechanic and has taken his place as head of the firm, Mr. Printer has been forging ahead with admirable rapidity. His awakening has not only meant dollars and cents to him, but a recognition in the business world,

without which dollars and cents do not give much satisfaction. He has won it, and the public has come to the realization that he is a big man!

The readers of this house organ, which is devoted to my own business and interests, may think it passing strange that I purposely extol the good points and successes of other printers—others whom readers will likely consider in the light of competitors. I have a manifold object in doing this, however, the first being the good that may possibly be accomplished for the young and growing printer by reading individual cases of bona fide success of their seniors in the business. It should, I feel, act as a stimulant and result in an effort for the best work possible, and for the adoption of modern methods. Such examples of success should prove of educational value to them, for what is possible for one is possible for all in our business, if the desire for success is created and the way to success clearly pointed out. The uplift and progress of the young printer who has just turned his face towards the business world is something of a hobby with me, and if by devoting a portion of my somewhat limited space in the Andersonian columns to such purpose I can accomplish my aim and purpose I shall feel amply repaid.

As to the second object, I firmly believe that the printer as such should receive all possible recognition—that he fully deserves such recognition. And as it is my privilege to add to it even in a small degree, I propose in each future issue of the Andersonian to give my readers a short character sketch of some printer who has achieved success through his own efforts and the application of right business methods.

They are all fine men, and a great many of them are men out of the ordinary. Some have met with such admirable success that they flourish as the green bay tree, but in most instances these men have started at the very bottom of the ladder, not infrequently as the devil of the shop. For this reason all credit is theirs. Of course, there are many who have gone into business under more auspicious circumstances, but the fight and the climb has been practically the same. Success has come through the adoption of modern business methods, based on a thorough working knowledge of their profession; and success has won for them the much desired and well deserved reward of recognition by the business world.

There are so many of these good business men that I hardly know where to begin without appearing prejudiced, but will pick them at random from various cities and towns, and give data of interest about them in a column devoted to that interest and dedicated to "Printers I Have Met."

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SIX POINT LEAGUE ENDORSEMENT

The following is a copy of the official indorsement of the Six Point League:

"Whereas, the Natinal Printing, Lithographing, Paper, Advertising and Allied Trades Exposition will hold an exposition in New York City, April 18th to 25th, 1914, affording an opportunity for the study of the products of the General Printers' Art,

Resolved, That the Six Point League lend its moral support to the Exposition, commending it to its members."

NATIONAL EXPOSITION CO., Inc.,
March 16, 1914. 200 Fifth Ave., New York.

Important Consolidation

The Waterloo, Iowa, Reporter and Evening Courier Combine—Instructive Facts.

ONE important service from the introduction of a cost system is that of showing, correctly, the comparative profits or losses of each department of a business. By reason of the character of an organization; the abilities of the proprietors or managers for carrying on certain lines of work rather than other lines, or from external causes or fast development, it is often found that one department of a growing concern shows vastly greater promise and profit than is shown by some other department. It has frequently occurred that in a combined newspaper and printing and book-making establishment that the printing department has outgrown the newspaper in business and profits or vice versa.

In the same city one establishment has found the newspaper the more profitable, while another establishment has found the printing department the more profitable. In such a case, very frequently, it will be found wise for an arrangement to be made whereby one takes over the newspaper and the other job-printing.

We do not know that all this indicates the exact condition in Waterloo, Iowa, where the Evening Courier has taken over and consolidated with the Waterloo Reporter, but some such condition undoubtedly existed, as indicated by the history and business of the two establishments.

The following account of the combine, printed in the Evening Courier of March 10th, will be found instructive and interesting to the readers of the National Printer-Journalist, especially by reason of the large acquaintance with, friendship for, and the high standing among, editors and printers, of Hon. Matt Parrott, the founder of the Reporter and his sons:

The newspaper known as the Waterloo Reporter has been merged into the Waterloo Evening Courier and the last issue of the former paper will be printed by Matt. Parrott & Sons Co. tonight. The two newspapers as consolidated will be published as one, by the W. H. Hartman Co., beginning tomorrow evening. The Waterloo Reporter has been for many years a much-loved paper by a substantial constituency of subscribers and under the guidance of the Messrs. Parrott the paper has filled its field acceptably. After deliberate consideration by its owners, the conclusion has been reached that the public and stockholders would be better served under the merger plan which has become so general throughout the country during the past few years, in cities similar in size to Waterloo, where heretofore three or more newspapers have been published by different owners and from separate plants. The condition that has existed in Waterloo for a long time, has made it impossible for the newspapers to continue profitable establishments. The sensible publishers of the country have as good a right to earn a fair return on money invested as has the dry goods merchant, the coal dealer or any others engaged in legitimate mercantile pursuits, and the citizens of thriving communities are agreeing with them in this. The consolidation of the Reporter and the Courier will clarify the newspaper situation in Waterloo alike to readers, advertisers and publishers. It will result in a money saving, and time saving era for all three. Many citizens who have wished to take no chances of missing

items of news relating to their business interests have thought it incumbent upon them to take and pay for both papers and devote the time necessary to read them, while most advertisers in this city have consented to devote larger appropriations to advertising expense than was in their best judgment necessary. Therefore the consensus of opinion in all circles of cities the population of Waterloo, and even larger, has crystallized into the belief in diminishing the number of daily publications in such centers of population.

In the plan for issuing the Reporter and the Courier it is contemplated that Mr. W. F. Parrott and Mr. J. S. Parrott will take places on the board of directors of the W. H. Hartman Co.

The Matt. Parrott & Sons Co., as a general commercial printing and blank book house has been very successful, and it will continue with all its branches, equipment, and large, well-organized force of men, using of course their own building, corner of Sycamore Street and Park Avenue. In that building the Evening Courier will have a business office, occupying the front on the Sycamore Street side. This location will be in charge of competent men who will be fully prepared to take good care of the business of the newspaper. The Evening Courier and Reporter as one newspaper will have the loyalty and help of the two organizations to the fullest extent.

Prominent Men in Printing

The Iowa State Reporter, founded in 1868, was for many years edited by Matt. Parrott, who served as lieutenant-governor of Iowa. The late Matt. Parrott was a practical printer and a forceful writer. Until his failing health prevented he used to "make up" the forms of his newspaper, and the Reporter acquired the reputation of being one of the best made up and best printed papers in the state. A gentleman of the old school, a man of strictest honor, Mr. Parrott won the respect and esteem of all who gained his acquaintance.

In the Parrott family were three sons—William F., Louis G., and James S. All of them have been active since the father's death in conducting the business of Matt. Parrott & Sons Co. Louis, early in life, took to writing locals and editorials. His style of writing was seldom excelled by an Iowa newspaper man. He was witty, keen in satire when occasion demanded, and always interesting. Too close confinement to editorial work—long hours in his office without exercise—broke down his naturally sturdy constitution.

After Louis' death, William F. Parrott, who had theretofore given most of his attention to the business office, assumed the editorial direction of the newspaper. He had done a great deal of writing, mainly from his observations while traveling about Iowa and other States, and he duplicated the editorial strength displayed by his eminent father and younger brother. William F. Parrott was a power in the counsels of the National Editorial Association and was honored by election to one of the highest offices in that body. His acquaintance throughout the country, among editors and publishers, was extended, and he leaves the editorial harness bearing the high esteem of his contemporaries.

James S. Parrott, the youngest son, has been connected through all the years with the blank book and calendar departments of their printing establishment. Through his efforts a large business along these lines has been developed.

The Waterloo Courier was established in 1858 by W. H. Hartman, a pioneer Iowa newspaper man. He came to the then village of Waterloo a very young man and gave the best years of his life to building up the paper. He labored early and late and literally died "in the harness." After his death the work was carried on by his son, John C. Hartman, who had received training as a practical printer, as manager and editor. Six years ago Arthur William Peterson, with large experience in all lines of newspaper-making with the Indianapolis News and the Minneapolis Tribune, became affiliated with the Courier and has since been treasurer and general manager.

EDITORS TO PREACH

Lawrence, Kansas, March 16.—William Allen White, Arthur Capper, Henry Allen, and ten other Kansas editors, will step into church pulpits at Lawrence, the home of the University of Kansas, one Sunday morning next May, and deliver sermons on "The Press and the Pulpit." They propose to show the people of the state that the newspaper ranks with the church as the most powerful modern agency of social service.

Following this experience as clergymen, the thirteen editors will join several hundred of their brethren and go to school in the University of Kansas Department of Journalism. A series of short courses directed by experts in advertising, news, and newspaper administration, will be given from May 11 to 14 for the editor-schoolboys.

Possibilities of greater co-operation between the press and the church will be pointed out by the Kansas men.

"Both of these institutions are trying to establish the truth as they are trying to see it," said Prof. Merle Thorpe, head of the department of Journalism and director of Kansas Newspaper Week today. "Two hundred years ago, the church was active in having editors burned at the stake. The modern newspaper 'devil' got his name from the term that the clergyman of yesterday applied to the entire editorial clan.

"The slight traces of this old antagonism should disappear and a greater co-operation should take its place The press might well give more attention to church news in general, and the pulpit could increase its powers of service by using the news and advertising columns of the paper more freely."

Included in the list of editors who have accepted calls to preach are William Allen White, Emporia Gazette; Charles M. Harger, Abilene Reflector; E. E. Kelley, Toronto Republican; Homer Hoch, Marion Record; Ewing Herbert, Hiawatha World; W. Y. Morgan, Hutchinson News; Arthur Capper, Capper Publications; Henry Allen, Wichita Beacon; Imri Zumwalt, Bonner Springs Chieftain; W. E. Miller, St. Mary's Star; George Marble, Fort Scott Tribune, and Barney Sheridan Paola Western Spirit.

THE N. E. A. LEGISLATIVE COMMITTEE AT WORK

President Oswald has appointed Past-President Moffett, chairman of the Legislative Committee of the N. E. A., and he has commenced work, aided by the other members. The Adair Bill was introduced in Congress at Mr. Moffett's request.

KANSAS NEWSPAPER CONFERENCE

Lawrence, Kansas, March.—A National Newspaper Conference for a discussion of pending legislation directed against the press and a consideration of important newspaper problems will be held at the University of Kansas May 11 to 14. During the same week the Kansas editors will attend classes in the University Department of Journalism, which will offer short courses in advertising, news, and newspaper administration, designed to fit the country publisher's needs.

"The National Conference will examine the vague and the specific charges against the American press," said Prof. Merle Thorpe, head of the Department of Journalism, and secretary of the Conference, today. "Wholesale criticism of the newspaper is undermining the influence of the editor; states are passing half-baked bills for its regulation, and Congress is considering radical legislation. It is the hope of the University that in furnishing an opportunity to meet and discuss conditions fairly, it will assist the editors and their friends to formulate plans for bringing about a better understanding."

Included among the Conference speakers will be Mark Sullivan, editor of Collier's; Oswald Garrison Villard, president New York Evening Post; James Mevin Lee, formerly editor Judge; Frank LeRoy Blanchard, editor the Editor and Publisher; George Hough Perry, advertising manager and publicity expert; Charles H. Grasty, editor Baltimore Sun; Roy W. Howard, president United Press; Will Irwin, magazine writer; Wilbur D. Nésbitt, humorist and advertising man, and Henry King, editor St. Louis Globe-Democrat.

* * *

"A WANT AD WEEK"

Sales or exchanges through want ads are of great economic value in a community, no less among farmers than in cities and villages. Numerous machines, implements, various articles, animals and real estate that are of little or no productive value to the owners can find users and hence purchasers through want or classified advertising. The want ad department of a newspaper can be made not only very profitable but of real benefit and usefulness and of news value to the newspaper readers.

Examination of the classified ad pages of almost any one of our great daily newspapers will furnish a surprise not only as to the number seeking help or work, but as to the great variety of things offered for sale.

The Daily Republican of Rushville, Indiana, recognizing the importance and broadness of this field, undertook the practical cultivation of it by actual demonstration through a "Want Ad Week." We reproduce the display advertisement announcing this feature. Besides this there were readers appropriately calling attention to the offer.

Of course the intention was to show the value and productiveness of this class of advertising and was successful as a demonstration in that

Thursday Evening, January 15 1914 THE DAILY REPUBLICAN 3

"WANT AD" WEEK

To better acquaint the people of Rush County and vicinity with the sterling worth of the "Want Ad" Columns of the Daily Republican, we have decided to have a "Want Ad" Week. At this time we will publish for one week Free of Charge, any want ad sent us, limit 25 words to the ad. Want Ads should be mailed, sent or phoned to this office at once for this special week so that they will be in plenty of time and can be classified. A splendid opportunity to test the "Want Ad" Columns. Remember — during this special week we will publish

All "Want Ads" Free

Look around the home or farm and see if you want to

Buy or Sell Horses	Buy or Sell Cows	Buy or Sell Wagons	Buy or Sell Wood
Buy or Sell Houses	Buy or Sell Buggies	Buy or Sell Hogs	Buy or Sell Worn clothing
Buy or Sell Farms	Buy or Sell Turkeys	Buy or Sell Stoves	Buy or Sell Implements

Lost or Found something; Looking for Work or Want some one to Work for You, Rent a Home: In fact, there are a thousand and one things that you can put a Want Ad to work on that more than likely will bring the results you are looking for — Want Ads can do or sell or get anything that is worth while at all. Send in your ad et once and be sure and read all of them during the week of

January 19 to January 24

THE MADDEN BROTHERS CO.

the paper was swamped with ads. It was a bigger success than was anticipated. In order that the lesson might not be confined alone to those directly benefited, every person who found that the want ad brought results was asked to write or telephone the paper as to the facts. In this way all readers were informed. The "Wants" covered all the things suggested or enumerated in the newspaper announcement of the "Want Ad Week" and a great number of "Miscellaneous" and then some.

* * *

EDITORIALS BY READERS

The Nashville Tennessean asks for contributions for a department entitled "Editorials by Our Readers." The department has proved popular and contributions have been so numerous as to necessitate holding over for lack of space.

It is a rule insisted upon, without exception, that the name of the writer shall be signed and be printed with the contribution. The editor in treating of this point declares:

"Those who are not willing for their names to appear in public print should refrain from offering contributions to the newspapers, as the day of publishing anonymous communications has passed, the practice having been superseded by the one we follow of requiring the name of the writer to be printed with whatever he writes."

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

DOUBTLESS one of the chief reasons why there is not a higher average excellence among home newspapers is because so many of the makers of such publications look with so much disfavor upon anything beyond the regular routine rut.

I am sorry to say that many of the publishers of home newspapers with whom I come in contact regard the publication of special editions, and the printing of special feature stories as a lot of thankless and profitless work. But I, nevertheless, heartily approve of both.

Even from a financial standpoint, special editions can be, and ought to be, made profitable; however, even under circumstances where not enough advertising support is forthcoming to make them such, they never fail to prove sufficiently profitable as an advertisement for the sheet itself — as a booster and popularizer among readers—to justify the extra expense and effort. In many lines of industry returns from every investment are not always direct nor immediate.

Just so, too, with special features in the editions. They may cost extra editorial time and labor, and even special cash outlay for cuts, etc., but they pay. Anything, in fact, that creates a sensation (without being really sensational)—that causes folks to talk about a paper and watch for each succeeding issue with a feeling of wholesome anticipation or wonder as to what is coming next, is good for the subscription department.

The newspaper that runs special feature stories from time to time, and occasionally on such holiday times as Thanksgiving, Christmas, Easter, or some local festivity, turns out souvenir editions replete with crisp special matter, in the long run is destined to become popular among its readers and a leader among its competitors.

The liver of anyone who follows sedentary vocations, such as the newspaper game, is at times prone to become torpid, and, when so afflicted, even the editor of such a newspaper as I have described is very apt to look at the world through eyes scummed with temporary pessimism, and to believe for the moment, with many others, that newspaper making is at best a thankless work, and that the public does not return an adequate regard and appreciation; but, in the main, this is a mistaken conception. The great mass of the reading public does appreciate the special efforts of the home editor, but the majority of people are too preoccupied with their own more or less pressing duties in life to tell him so.

Without assuming to pose as the propounder of airy-fairy abstractions, I feel safe here in reminding my readers of the immutable fact that the greatest blessing man gets out of any undertaking in life is not the money it may bring him, neither the fame, nor the praise from his fellows. These are all valuable and to be diligently sought. The one, forsooth, is a necessity; the others highly desirable. But the greatest of all is that ineffable pleasure which emanates from the sweet inner satisfaction of having done our work well.

It may be true that there are some home publishers who make newspapers, and others who make money; but I sincerely believe it is possible for one to make both—that is, to make money by making a good newspaper. I verily believe that editors of home weeklies often make a failure of their business by misjudging, or underestimating, the reading masses' capacity for appreciation. When an editor's estimate of his subscribers is high, he is very apt to give them the very best that's in him, with the result that his efforts are rewarded in similar degree. "As you meet to others, so shall it be measured back to you," is a scientific statement, and one that every business man, more especially every newspaper man, should seriously consider.

✧ ✧

Chicago, Illinois, January 29, 1914.

O. Byron Copper, De Soto, Wis.

Dear Sir:—We are mailing you a copy of Printcraft, Volume 1, No. 2. It is the smallest, and yet we believe, the neatest publication of its kind that we have ever issued. We think you will look on it as a well-balanced,

dainty, useful number; however, we shall be glad to have your criticism, favorably or unfavorably, as it strikes you.

Yours very truly,
W. H. FRENCH,
President.

Volume 1, Number 2, is indeed a "dainty, useful number" of Messrs. Barnhart Bros. & Spindler's "messenger to printerdom," which is very appropriately named, "Printcraft." The cover page, with Franklin's honest visage as a central ornament, is done in "Adstyle Shaded" and a peculiarly harmonious border, after the long-line-short-line style, and, as a whole, possesses a strikingly antique effect. This edition of "Printcraft" exploits the firms's "Adstyle

The New Series Chandler & Price Gordon Presses
This press has been designed along improved scientific lines. Because of its compact construction, this press is lower, making the form and rollers more accessible, bringing the platen within easy reach for make-ready and the feed-tables to a convenient height for rapid feeding. No effort has been spared to manufacture a compact, rigid, durable, serviceable printing machine, and the New Series Chandler & Price Gordon Press is presented with the confident assurance that it possesses the highest degree of platen press efficiency.
For Sale at all Selling Houses of
AMERICAN TYPE FOUNDERS COMPANY

No. 1

Shaded" and "Chester Title," together with harmonizing borders. Workmanship throughout is exquisite and highly inspirational to any printer who appreciates fine work. With no intent of offense to either house, in the same paragraph it pleases me to acknowledge receipt, also, of the American Type Founders' attractive November number of the Bulletin, featuring the Venetian series, Venetian Italic, Copperplate Gothic Shaded and Floral Decorators. This publication, too, shows perfect workmanship throughout. How well adapted the Venetian series is to practical newspaper advertisement purposes is shown by the specimen reproduced herewith as Exhibit No. 1.

✧ ✧

Aleda, Ill., February 18, 1914.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sir:—Enclosed you will find an ad from our current issue which I am sending for an expression of your opinion of it.

Yours respectfully,
E. ROY LOWNES.

This advertisement (Exhibit No. 2) has one excellent feature—and that is the liberal margins of white between the type and border—but that is about all I can detect in it to commend. In the first place the entrie effect is one of monotony, due to the weakness of the display; and the type face employed in my opinion is not one to be chosen for advertising purposes. A clearer cut letter is preferable. Another thing, while I have no objection to the lithotone border, notwithstanding that some publications insist upon all display being of that character, and that typefounders today seem to be making a sort of specialty of shaded faces,

Your Success in 1914 Depends Upon Your Enjoying the Best of Health
Consultation and Examination—FREE
Dr. RICH, Specialist

No. 2

I cannot admire them, nor approve of them, for advertising purposes. Nor can I approve of lithotone brass rule used as cut-offs, as in this specimen. The effect is to me unfinished. The treatment of the signature in this ad is objectionable, too. It would have been better to have added the address, or at least the name of the town, in order to fill the measure, rather than to widely separate the words with the hyphenated connection, as we see it here in the reproduction.

✧ ✧

Plymouth, Indiana, February 11, 1914.

Mr. O. Byron Copper, De Soto, Wis.

Dear Mr. Copper:—By accompanying mail we are sending you a copy of our current weekly issue of "The Republican," for criticism.

This is about an "average" copy, I might say, of our weekly edition. Almost all material for the weekly is first used in our daily edition, and almost no matter is set expressly for the weekly, but we attempt out of our daily matter to make up a paper that will appear well, and look as "clean" as possible.

With this thought in mind, we invite your criticism of our sheet, and any suggestions, favorable or unfavorable, criticism, that will aid us in improving the appearance and make-up will be heartily appreciated.

Yours very cordially,
RALPH W. POLK,
Foreman Republican.

The Weekly Republican is a much better looking sheet than many such papers I have seen as emanating from daily paper offices. As a rule, a weekly created as this one is, out of matter culled from the daily forms, is not of the best. One might naturally think that the situation afforded ideal opportunities for the making of a weekly; but the weekly becomes a side issue, its making up is entrusted frequently to a man of inferior judgment and ability, or in the rush of a daily office is slighted in this way or that; but I can hardly trace the effects of such things in this specimen. How attrac-

tively the front page is fixed up can be seen from the accompanying reproduction (Exhibit 3) and all other pages are nearly, if not fully, so good. Of course, an abundance of news matter is crowded into the eight big pages, and it is also pleasing to note that an editorial department is maintained, a feature which is often neglected in a publication of this sort. Perhaps the most commendable feature of all is the liberal department of country news-letters—a lot of nonsense to the average printer, but the very best subscription builder a home weekly can maintain. More advertising is accorded this weekly than one might anticipate under the

THE WEEKLY REPUBLICAN

Marshall County's Great Home Newspaper

WOLCOTT SUGGESTS SIX TAX AMENDMENTS

Experts On Taxation, Discussing the Need of Changes in Indiana's Laws— New Constitution Needed, Says Smith— Home Owners Are Burdened

ABRAHAM LINCOLN

THIRTEENTH DISTRICT REPUBLICANS MEET

Perry South, of Warsaw, Chosen Chairman—A. E. Martin, of South Bend, Delivers Keynote Speech Calling for Union Well Known Citizens Present

TOWNSHIP S. S. CONVENTION SESSION HERE

ONE HUNDRED AND TWELVE CONVERTS WON

41 TEACHERS GRADUATED

RECEPTION THURSDAY NIGHT

STAMP SALE FOR RED CROSS REACHES $150

No. 3

circumstances of the daily in connection, or rather, the weekly in connection with the daily, although none of the pages are in the least crowded with it. In view of the plain opportunity to avoid it, therefore, it looks regrettable to me to see all the displayed spaces hoisted to the page-tops. A page always appears top-heavy to me, when the ads are arranged thus. That folks read an advertisement more readily when it is in a top-of-the-page position is to a great degree only a fogy notion. As a matter of fact, I have observed that people read ads of their own free will and accord, and, if they don't want to read them, it's a pretty hard matter to force them to do so, by sticking them up in the most prominent point in the page, or sandwiching them in between items of pure reading matter. In short, I have the best reason to believe that such foolish practises as those on the part of makers of newspapers have been a direct damage to advertising popularity and to public advertisement reading, by having incensed so many honest readers who righteously resent the apparent insult to their judgment. Composition of the ads in this sheet is simply, but serviceably, executed, and withal, I find little necessity, as well as little opening, for suggestions for improvement in any respect.

✧ ✧

I have Brother E. R. Adamson to thank for late specimens of his bright little five-column quarto weekly, the Belleville (Wisconsin) Recorder, and, just to show you what sort of looking "gink" Brother Adamson is, in silhouette, I am reproducing this front page (Exhibit No. 4). On past occasions I have practically exhausted my vocabulary in praising the Re-

Belleville Recorder

Twenty Eighth Year. Number 46. Belleville, Wisconsin, Friday, January 16, 1914. Subscription Price $1.25 Per Year

E. R. Adamson—Editor

From Oklahoma

Monroe Has Fire

Fire Madison

Who's Next

Companion Calendar

The Printer's Vacation

Short News Notes

Recorder phone No. 100

Mrs R. H. Zwickey and son spent Saturday at the Henry Zwickey home near Basco.

S. E. Miller of Evansville is in the village on business.

Miss Florence Rice of Paoli was a guest at the John Mullen home

C. C. Guilford was at Albany Saturday.

Write to Fitzgibbon Brothers, Monroe, Wis., for catalog of cutters and runner attachments.

Recorder phone No. 100.

About 60 bushels good eating potatoes, at $1.00 per bushel. 1.18 Baltz Hoesly, Basco.

Young Couple Married

And Freeport, Too

Masquerade Dance

Heard About Town

Recorder Phone N- 100

To Correspondents

All correspondence for the Recorder must reach us not later than Wednesday evening of each week, to insure publication. It is necessary to do this if we are to be on time with our paper.

Paoli and Basco

East Belleville

Dayton Doings

Exeter Items

Local Pickups

No. 4

recorder's good points, so will not consume space here in reiteration. Let me remark, however, that this editor has done a very bright thing in putting on a seed corn contest in which the prizes for the best ten ears of yellow dent was $3.00; second best, $2.00; for best ten ears of

white dent, $3.00; second best, $2.00. All farmers in the surrounding neighborhood were invited to be present at the social center at the school house, where one of the professors from the agronomy department of the state university was scheduled to judge the corn and talk intelligently on the selection of seed corn, etc. The prize-winning corn, of course, became the property of the Recorder, and, as a special feature of the evening, was to be sold at auction. Besides this, musical numbers were rendered and the ladies served rolls and coffee. A local salesman also took advantage of the occasion as an excellent opportunity for demonstrating the good points of his corn grader, and altogether a very important fete for the farmers was planned. I have thus described the plan of this contest in detail, as an excellent thing for other newspaper men to copy.

✧ ✧

A particularly neat sheet is W. W. Maltman's Sunbeam of Kenesaw, Nebraska. It is a six-column folio, printed wholly in the home office, and maintains a front page clear of displayed advertisements. It affords an excellent news service and a spicy department of editorials, including the Walt Mason service. The press-work is unusually good on this sheet, and, that

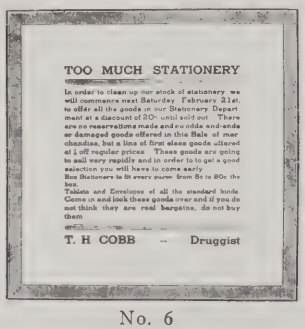
WILLIAM BERNHARD, Pres. FRANKLIN BERNHARD, Vice-Pres.
B. J. HILLSABECK, Cashier H. M. RUSSELL, Asst. Cash

First State Bank

Capital $15,000 Surplus $3,000
Undivided Profits $3,000

KENESAW, NEBR.

No. 5


TOO MUCH STATIONERY

In order to clean up our stock of stationery we will commence next Saturday February 21st. to offer all the goods in our Stationery Department at a discount of 20% until sold out. There are no reservations made and no odds and ends or damaged goods offered in this Sale of merchandise, but a line of first class goods offered at 1/4 off regular prices. These goods are going to sell very rapidly and in order to get a good selection you will have to come early.

Box Stationery to fit every purse from 5c to 80c the box.

Tablets and Envelopes of all the standard kinds. Come in and look these goods over and if you do not think they are real bargains, do not buy them.

T. H COBB -- Druggist

No. 6

the ad man knows his end of the business, too, is easily demonstrated by the two accompanying reproductions (Exhibits 5 and 6). The pleasing medium faces employed in these specimens is one of the points of excellence, and the manner in which the type is arranged, with the liberal reservations of white masses and margins, completes the good effect.

✧ ✧

An up-to-date newspaper is this Altus (Oklahoma) Times, Shepard & Shepard, publishers, two copies of which have lain in my desk for some months now, awaiting their opportunity for review. The copies at hand were of the editions just prior to last Christmas, and hence, I surmise, contain more than the average amount of displayed advertising matter. I take it the Times is normally a six-column quarto, but in order to accommodate the special patronage from local advertisers, incident upon the holiday season, the size was increased to twelve pages, which is an easy matter, as the Times is an all-home-print publication. And in view of this all-home-print feature, and also of the fact of the sheet's many other excellent features, it seems a pity that any displayed advertising matter was permitted a position on the first page. However, I must admit that, in spite

THE ALTUS TIMES.

Vol. 17 Altus, Jackson County, Oklahoma, Thursday, Dec. 11, 1913. No. 48

AFTER THE SCALP OF THE FELLOWS WHO KNIFED HER

RIDES 12 MILES ALWAYS ON TIME IS A GOOD PUPIL

Henry M. Pindell, Editor and Banker, Ambassador to Russia

SOLD THE PIANO NOW THE OWNER WANTS IT BACK

JACKSON SOUNDS WARNING ABOUT SELECTING SEEDS

A FEATURE REEL OKLAHOMA CITY MOVING PICTURES

Two Weeks to Christmas

COMING! COMING! COMING!
EMPIRE THEATRE
Friday Night, Dec. 12
A Historical Feature in Three Parts
In a Land of Revolutions
"The Belle of Yorktown"

MRS. SUSAN FITZGERALD

No. 7

of the fact against which I am complaining, the Times' front page was neat and attractive, as may be seen by referring to the accompanying reproduction. (Exhibit 7.) The sheet's fine typography (including both type faces and typographic styles) is one thing that adds so materially to the attractiveness of its front page, while the excellent character of the contents is another excellent aid to the make-up. Numerous headed news stories, an abundance of short locals and an admirable department of editorials combine in making the specimen before me an excellent home weekly, and I congratulate its makers upon the evident success of their efforts. One thing I particularly approve of is the editorial independence of this paper, the spirit of freedom and espousal of the people's cause permeating the editorial columns, all of which sparkle with the work of a

keen intellect. Presswork is creditable, and, with the excellent typographical equipment in evidence, the advertisement composition couldn't well be anything but good. The compositor is inclined to be somewhat "coarse" in his display, but here (Exhibt 8) is an ad for the Times itself, which demonstrates convincingly that a real type-artist created it. I ask the reader to note the extreme simplicity of this example: The whole effect is the result of

The Altus Times
Wishes All Its Readers and Friends Everywhere
A Merry Christmas and a Happy New Year
We are making great plans for the coming year, and in 1914 the Times will be bigger, better and newsier than it has ever been before. If you are not already a subscriber, you want to get on the Times list at once. It will pay you well.
The Times clubs with most every newspaper and magazine published in this section of the United States. We can save you money on your subscriptions to Dallas News, Daily Oklahoman, Kansas City Star, Wichita Beacon, Ft. Worth Star Telegram, and many others. Come in and see us about it.
Hoping that 1914 will be the most prosperous year of your history, we beg to remain,
Sincerely your friends,
Shepard & Shepard, Publishers

No. 8

simple type masses. The only point in which there is any evidence of straining for effect is in that unnecessary letter-spacing of the word "Christmas," and yet the aspect is in the main highly satisfactory. A slight improvement would have been possible, I think, by a little difference in the distribution of white space; but the ad is very good as it is. And another creditable full page ad specimen is this shown in Exhibit 9.

✧ ✧

An extremely out-of-the-ordinary publication is this little Castletonian by William B. Jones, of Castleton-on-the-Hudson, New York. It is printed on a good quality book stock, of pages measuring about 10½ x 14 inches, and each having four columns. I have the last Christmas edition, the first and back pages of which were in three printings—green, black and red—a pretty holly border surrounding the pages, with the title line in red. The holiday number comprised eight pages, but I note from a subsequent number that regular editions consist of but a folio. The pleasing Cheltenham Bold face predominates in all display in this little sheet; but I would caution the mechanical man to eschew the use of such large sizes of this handsome letter in his head lines. The apparent lack of system in these head lines is also a feature that should be remedied. For

WHAT SHALL I GIVE
HIM?
A Christmas Question
HER?
A Fountain Pen
A Traveling Case
Pipe or Cigars
Does He Read?
Military Brushes
Collar Boxes
Candy
Toilet Sets, Etc
Hand Bags, Etc
Fancy Stationery
Christmas Cards, Mottos, etc.
Fountn. Tablets
Eastman's Kodaks and Cameras
Magazines, Pennants, Etc.
Biech's Candies
It is Essential
THOUSANDS of things we cannot call your attention to in this space, but we ask that you not overlook our
Office Supplies, Ring Books, Loose Leaf, Filing Tabs, Index Tabs, Etc. School Supplies, Inks, Pencils, Penstaffs, Tablets of all kinds. Don't forget our Christmas Prize for tablet covers. Tally and Score Cards, and all kinds of goods for decorations.
A Merry Christmas to All
Williams & Burd

No. 9

the single-line heads the twelve-point is ample (and I would prefer ten-point, caps and lower case) and where the story is considered of enough importance to warrant the use of a more striking heading, a double-decker, consisting of a full cap-line, with a two-line sub-caption, of caps and lower case of the ten- or twelve-point, could be used. Then for articles of greater importance, the double-deck style of two stair-step cap lines of the ten- or twelve-point, subbed with a three-line inverted pyramid, of the same size and face, would give a fine effect. And, once adopted, these styles should be adhered to tenaciously, thus giving the little paper the advantage and beauty of modest typography and uniformity of style.

Twenty-Ninth Annual Convention of the National Editorial Association

AT HOUSTON, TEXAS, APRIL 23 TO 25, 1914

To be followed by a visit to Galveston, San Antonio, San Marcos, Georgetown, Temple, Austin, Waco, Fort Worth, Wichita Falls and Dallas.

CONVENTION PROGRAM

Thursday Morning, 9:30 to 12:30

Address of Welcome on behalf of the City of Houston, by Hon. Ben Campbell, Mayor.

Address of welcome on behalf of the state, by Hon. O. B. Colquitt, Governor.

Hon. Louis J. Wortham, President Fort Worth Publishing Company, Publishers Fort Worth *Star-Telegram*, Fort Worth, Texas

Address of welcome on behalf of the state at large, by Hon. Louis Wortham, of Fort Worth.

Address of welcome on behalf of the State Press Association, by President Joseph Taylor, of Dallas.

Address of welcome on behalf of the State Press at large, by Judd Mortimer Lewis, of Houston.

Response on behalf of the National Editorial Association, B. B. Herbert, National Printer-Journalist, Chicago, Ill.

Report of the Adverticing Bureau Committee, E. R. Purcell, Chief, Broken Bow, Neb., Chairman.

Report of the Small Town Ad. Committee, A. L. Shuman, Telegram, Fort Worth, Texas, Chairman.

Report of the Committee on Free Printing of Governmental Stamped Envelopes, Geo. E. Hosmer, Herald, Fort Morgan, Colo., Chairman.

Report of the Legislative Committee, A. D. Moffett, Record, Elwood, Ind., Chairman.

Report of the Convention Publicity Committee, Bragdon.

Thursday Afternoon, 2:00 to 5:00

Address by James Schermerhorn, Times, Detroit, Mich.

"Keeping Close to Readers," Joe Mitchell Chapple, National Magazine, Boston.

"A Complete Confession," Lee Shippey, Jeffersonian, Higginsville, Mo.

"The Editor and the Income Tax," Walter Ferguson, Republican, Cherokee, Oklahoma.

"Getting Together," Elbert Hubbard, East Aurora, N. Y.

Address by H. M. Nimmo, Detroit, Mich.

Friday Morning, 9:30 to 11:30

"What should be the Attitude of the Editor toward His Readers?" H. E. Hogue, Herald, Eaton, Colo.

"Editorial Writing in the Home Weekly," Herald-Progress, Carlton M. Brosius, Sumner, Miss.

"The Editor and the Public," Hon. Louis C. Cramton, Clarion, Lapeer, Mich.

"Editorial Responsibility of the Country Publisher," L. M. White, associate editor Ledger, Mexico, Mo.

"Editorial Management," Charles F. Scott, Register, Iola, Kansas.

"Value of a Department," Professor Merle Thorpe, School of Journalism, University of Kansas, Lawrence.

"The Newsppaer as a Constructive Force," Edward Albright, News, Gallatin, Tenn.

Friday Afternoon, 2:00 to 5:00

"The Woman Journalist," Mrs. Lucy L. Easton, News, Chatanooga, Oklahoma.

"Value of a Woman's Page," Miss Caroline A. Huling, Progress Literary Bureau, Chicago, Ill.

"Journalism in the Far North," Mrs. Mary E. Hart, President Alaska Cruise Club, San Francisco, Cal.

"The Editorial Vertebra," Mrs. Mindwell Crampton Wilson, Citizen-Times, Delphi, Ind.

"Publishing a Woman's Magazine," Mrs. Helen K. Williams, The Woman Citizen, San Francisco, Cal.

"Journalism as a Livelihood for Women: Does It Pay?" Mrs. Estelle Ryan Snyder," W. J. Snyder Publishing, Chicago, Ill.

"The Editor's Wife," Mrs. Lee J. Rountree, Commercial, Georgetown, Texas.

Saturday Morning, 9:30 to 12:30

"Making a Small Daily Pay," W. R. Smith, Advocate, Columbus, Kansas.

"Local Advertising," Hon. Tom Perkins, Courier-Gazette, McKinney, Texas.

"The Building and Holding of the Country Weekly Circulation," E. R. Purcell, Chief, Broken Bow, Neb.

"Building up a Weekly in a Small Town," Roy a Stacey, News, Adair, Iowa.

"Making a Weekly Pay at Fifty Cents per Year," John C. Lochner, Bee, Auburn, Ind.

"The Large Advertiser and the Small Newspaper," Mason Warner, Snitzler Advertising Agency, Chicago, Ill.

Saturday Afternoon

"Co-operation of Editorial Associations with Commercial Clubs," Ross L. Hammond, Tribune, Fremont, Neb.

"A Successful State Association," Alva Swain, Secretary Colorado Editorial Association, Denver.

"The Cost System as Applied to Small Offices," C. Goodwin Turner, Actuary, New York.

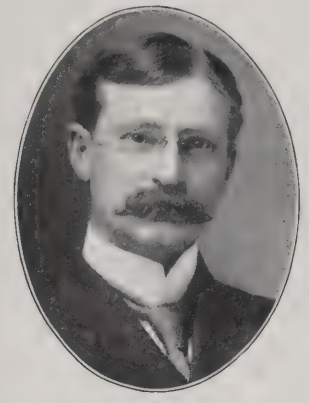
"Composing-Room Efficiency," R. C. Dyer, manager for Barnhart Brothers & Spindler, Dallas, Texas.

Address by Hon. Will H. Mayes, Lieutenant-Governor of the State of Texas.

Reports of Committees.

Election of officers.

Hon. Tom Perkins
Courier-Gazette, McKinney, Tex.
"Local Advertising."



Charles F. Scott
Register, Iola, Kan.
"Editorial Management."

R. C. Dyer
Dallas, Texas
"Composing Room Efficiency."

Mason Warner
Snitzler Adv. Agency, Chicago
"The Large Advertiser and the Small Newspaper."

Hon. Will H. Mayes Lieut.-Gov. of Texas

E. R. Purcell
Chief, Broken Bow, Neb.
"The Building and Holding of the Country Weekly Circulation."

Alva Swain
Denver, Colo.
"A Successful State Association."

H. M. Nimmo
Detroit, Mich.

Herman Roe
Northfield, Minn.
Member Ex.-Com. S. Minn. Better Development League

ITINERARY AND ENTERTAINMENTS IN TEXAS

Georgetown, Texas, March 15.—Editor Lee J. Rountree, of the Georgetown Commercial, who has been elected general manager of the arrangements in Texas, for the entertainment of the National Editorial Association, by the Texas Press Association and the different organizations in Texas, has about systematized and completed the programs offered by the different cities of Texas before and after the meeting of the Association at Houston April 23rd to 25th, followed by a circle tour of Texas.

From Kansas City, south, the official route for the special trains will be over the Missouri, Kansas & Texas Railway, arriving in Denison about 1 P. M., on Wednesday, April 22nd, in charge of Secretary George Schlosser, of Sioux Falls, S. D. At Denison the editors will be met by the Texas committee of ladies and gentlemen of the Texas Press with a "car of welcome" laden with Texas products and "open house" will be kept until arrival at Granger. The Texas Press, manu

Lee J. Rountree
Editor Commercial, Georgetown, Texas

facturers and packing houses have agreed to stock the car with refreshments and Texas hospitality will be dispensed. Secretary Sam P. Harben, of the Texas Press Association, is chairman of the finance committee and has charge of the details.

Arrival in Houston

On Thursday morning the special trains will arrive in Houston and the National Editorial Association will be called by President John Clyde Oswald, of New York.

Entertainment in Houston

The purpose of the Texas Press Association in meeting the editors is to extend the visitors the real genuine Texas welcome. At Houston the most elaborate entertainment ever tendered a visiting convention in Texas is being arranged by the Chamber of Commerce and the Houston Press Club. Briefly the program will consist of a launch trip over the Houston Ship Channel to the historic San Jacinto battlefield where General Sam Houston and the Texas patriots achieved the Independence of Texas over Santa Anna, the "Napoleon of the West," followed by a luncheon; an automobile ride over the city and entertainment at the handsome and palatial Country Club; a reception and banquet at the Rice Hotel complimentary to the ladies; theatre party as guests of the Chamber of Commerce of Houston. A special train will make a trip to Sugarland to inspect the great sugar refinery and a Texas barbecue will be given. On April 26th the Houston Press Club, which has about six hundred members, assisted by the Chamber of Commerce, will go in special trains to Galveston to see the great sea wall and enjoy amusements on the Gulf of Mexico. Houston has planned a number of special features and while they are not published, will eclipse anything ever given in Texas.

Visit to San Antonio

On Monday evening, April 27th, in special trains of Pullmans, the editors will leave over the M. K. & T. Railway, in charge of Col. W. G. Crush, general passenger agent of the system, and his assistants, the trains to be fully equipped with every convenience. Tuesday will be spent in San Antonio, the historic old city, visiting the Alamo, the Spanish missions and Fort Sam Houston to witness a review of the soldiers. The delegates will be met by the Chamber of Commerce in automobiles and a luncheon will follow. Eveinng entertainment will be proviled with a Mexican banquet.

The Commercial Club and the school and colleges of San Marcos will give a breakfast at 8 A. M., followed by an automobile drive along the San Marcos river, one of the clear, crystal streams of Texas that gushes up from the mountains and sings its way to the sea.

Visit Austin, the State Capital

At Austin a sumptuous barbecue will be given at the dam on the Colorado River. The State Capitol, one of the finest granite buildings in the United States, and the State University, where 2,500 young Texans are being educated, will be visited. The Chamber of Commerce, the Austin Press Club, the Young Men's Business League and the Rotary Clubs will join in the afternoon and evening entertainment, including automobile rides, entertainment and banquet. Austin is one of the best lighted cities of its size in the world.

Georgetown, Temple and Waco

On Thursday morning at 8 o'clock at Southwestern University in Georgetown, breakfast will be served and the visitors will be given souvenirs of the greatest Methodist school in the South. An automobile drive will follow over the macadam roads of Williamson county, one of the greatest cotton producing counties in the world. These roads pass the picturesque San Gabriel River. Dinner will be taken at Temple, a young commercial giant, given by the Chamber of Commerce. At Waco a drive in automobiles will take place and several hours will be spent in the city on the Brazos, followed by a banquet at the Cotton Palace Coliseum, one of the unique palaces in the country. All the clubs and business organizations in Waco will join in the entertainment.

Fort Worth

Friday will be spent in Fort Worth, the great packing house center of the Southwest. Editors will be met at the trains and taken to the new Chamber of Commerce Building, where a speech of welcome will be made by Mayor Milam. Automobile ride over city and over the viaduct to the North Side. The packing houses will be visited. Reception and luncheon at the Central High School. Appropriate entertainment will be provided by the Chamber of Commerce as the evening feature. Banquet.

Wichita Falls

A special trip will be made to Wichita Falls entirely as guests of that giant young city of the great and growing West. An automobile trip will be made through the Electra oil fields, where luncheon will be served. In the evening a banquet will be given and many novel features introduced for the edification of the Northern and Eastern visitors. This will be a great day.

Dallas

The special trains will arrive in Dallas on Sunday, where a brief rest will be taken. The Dallas program will not yet be made public. The State Fair Association, the largest State Fair in the United States, the Chamber of Commerce, the Press Club, the pride of Texas, and the club women, will each have special features on the program. This will be a great day and will close by a banquet. This will end the most interesting circle tour of Texas ever made by any organization. All the commercial organizations, newspapers, clubs and railroads in Texas have practically united in a supreme effort to make the visit of the Nation's editors one continuous round of pleasure. Many features will be added to the program.

Time Table for "Circle Tour" of Texas

(M. K. & T. Railway)

Leave Houston, Monday, April 27, 10:30 P. M.
Arrive San Antonio, Tuesday, April 28, 7:30 A. M.
Leave San Antonio, Wednesday, April 29, 6 A. M.
Arrive San Marcos Wednesday, April 29, 8 A. M.
Leave San Marcos, Wednesday, April 29, 10 A. M.

Peter Smith Park, Fort Worth, Texas

Arrive Austin, Wednesday, April 29, 11:10 A. M.
Leave Austin, Thursday, April 30, 6:45 A. M.
Arrive Georgetown, Thursday, April 30, 8 A. M.
Leave Georgetown, Thursday, April 30, 10 A. M.
Arrive Temple, Thursday, April 30, at noon.
Leave Temple, Thursday, April 30, 2:30 P. M.
Arrive Waco, Thursday, April 30, 3:30 P. M.
Leave Waco, Friday, May 1,4:30 A. M.
Arrive Fort Worth, Friday, May 1, 7:30 A. M.
Leave Fort Worth, Saturday, May 2, 3:30 A. M.
Arrive Wichita Falls, Saturday, May 2, 7:30 A. M.
Leave Wichita Falls, Sunday, May 3, 2:30 A. M.
Arrive Dallas, Sunday, May 3, 7:30 A. M.

The special trains will be sections of Pullmans and all newspaper editors and their wives in Texas are urged to join in the entertainment in the State.

Trip Through Texas

From the moment the editors enter Texas they will be greeted with hosiptality and entertainment. Texas will keep open house. The editors will see our great State of 4,000,000 people from the plains to the Gulf of Mexico. An empire has been built in fifty years. The seaport at Galveston is the second in the United States; the Rice Institute at Houston has $10,000,000 endowment; the State University at Galveston and Austin; Southwestern University at Georgetown, the greatest church school in Methodism; Baylor University at Waco, the pride of the Baptist church; the schools and institutions at San Antonio, San Marcos, Fort Worth,

Dallas, Wichita Falls; the oil fields, the black lands, the fruits and flowers of the Southland. Our welcome will be genuine and to the editors of the Nation we say: "Come."

The Officers

The Officers of the Nationa Editorial Association are:

President, John Clyde Oswald, "The American Printer," New York.

Vice-President, George E. Hosmer, "Herald," Fort Morgan, Colorado.

Secretary, George Schlosser, "Press," Sioux Falls, South Dakota.

Treasure, W. R. Hodges, "Herald-Dispatch," Sleepy Eye, Minnesota.

Executive Committee

W. B. Collins, "Leader," Gloverville, New York.
E. H. Tomlin, "Recorder," Morristown, New Jersey.
Frank Roderus, "American Sugar Industry," Chicago,
H. C. Hotaling, "Enterprise," Mapleton, Minnesita.
F. O. Edgecomb, "Signal," Geneva Nebraska.
Lee J. Rountree, "Commercial," Georgetown, Texas.

Choice of Routes for Eastern Delegates

A choice of several routes is offered to those who will go to Houston from the East, as follows:

By steamer "Proteus" from New York, sailing April 15th to New Orleans, arriving April 20, and from there to Houston. For particulars apply to L. H. Nutting, general passenger agent, Southern Pacific Company, 1158 Broadway, New Yorp.

By rail to Chicago and then joining the western party which leaves Chicago, Tuesday morning, April 20th. For particulars apply to Mr. George Schlosser, Secretary N. E. A., Press, Sioux Falls, South Dakota.

By rail from New York through the Southern States, the schedule to be as follows:

Leave New York, Sunday, April 19, 10 A. M. Arrive Washington 3:25 P. M. Two and one-half hours of sight-seeing in Washington.

Leave Washington 5:55 P. M. Arrive Asheville, N. C., Monday, April 20, 10:05 A. M. Spend the day in Asheville as guesst of the city.

Leave Asheville, Monday, April 20, 9:30 P. M. Arrive Birmingham, Ala., Tuesday, April 21, 10:15 A. M. Spend the day in Birmingham (program not yet arranged).

Leave Birmingham Tuesday, April 21, 10:10 P. M. Arrive New Orleans Wednesday, April 22, 9:10 A. M. One hour and fifty minutes in New Orleans.

Leave New Orleans Wednesday, April 22, 11 A. M.

Arrive Houston, Texas, Wednesday, April 22, 10:30 P. M.

The return trip for those who follow the above schedule, in order to receive the advantage of the lowest fare, must be made over the Southern Railway and a return schedule has been proposed as follows:

Leave Houston Monday, May 5, 7:55 P. M. Arrive New Orleans Tuesday, May 6, 7:45 P. M. Spend the day in New Orleans.

Leave New Orleans Tuesday, May 6, 7:30 P. M. Arrive Chattanooga, Tenn., Wednesday, May 7, 10:05 A. M. Spend the day in Chattanooga.

Leave Chattanooga Wednesday, May 7, 10 P. M. Arrive Washington Thursday May 8, 10:30 P. M. Make remainder of journey as you choose.

Delegates may return from Texas by other routes at a slight advance in cost of ticket.

FORT WORTH, TEXAS

Eligibility of situation and accessibility, by reason of the fact that Ft. Worth has more railroad trunk lines centering here than any other in Texas, saving much time in reaching the city, has made Ft. Worth a favorite for convention purposes. Such gatherings have a decided value and a realization of the handicap under which the city labored, for lack of a suitable convention hall, impelled a group of patriotic citizens in the summer of 1913 to organize a building company to erect a Chamber of Commerce office building and Auditorium. That was accomplished and January 23, 1914, the building was dedicated to the use of the people of Ft. Worth. The Auditorium can accommodate 3,000 persons and is so

View of Main Street, Fort Worth
(Looking north from Sixth Street)
Chamber of Commerce

attractive, in interior and exterior, that admiration is inspired in all who see or use it. It has been found to

Beautiful Ft. Worth Homes

have ideal merits for conventions and through the convention bureau work of the Chamber of Commerce or at their own suggestion a large number of associations

one of the cheapest places in the state for conventions as one example will demonstrate. Last year the Grand Lodge of Odd Fellows met in the southern part of the state. This year the meeting was in Ft. Worth. The difference in milage cost, with a larger attendance at

Elks' Club House, Fort Worth, Texas

or fraternities have selected Ft. Worth as meeting places since the auditorium was ready for use. Ft. Worth is Ft. Worth, was over $5,000 in favor of this city. It has also been of marked value in bringing concert com-

panies and lecturers of the highest class, to Ft. Worth, among other benefits.

Tarrant County, of which Ft. Worth is the County Seat, has long had a deserved reputation for good roads. Not content with that, the county voted a million dollars for road building, the new road system to have hard surface, of a width to be regulated by the volume of the traffic, with graveled shoulders, giving a full twenty-five feet of roadway over all. At the same time a bond issue of $600,000 was voted for building some new and modern bridges, practically all within the corporation limits. Under the contract with one of the most eminent road engineers in the country, 133 miles of hard surface is under contract. About half of that work is done.

Under the bridge contract four bridges were provided for and on all of those construction work is done, one nearly 1,100 feet long, having been in use for a month or more and the others to be placed in use as soon as the approaches are built and on two of the bridges work is far advanced.

One of the bridges a viaduct with a total length of 2,225 feet, is the most pretentious bridge structure in the Southwest. That distinction is gained because of the massiveness, length, size of the arch spans and the peculiar difficulties overcome in the construction. It had to provide for gaining an elevation of nearly one hundred feet, to be safe against possible floods and carry Main Street over the Trinity River, from the bluff on the south side of the stream to the flat or "bottom" of the river on the north side. One of the arches is 225 feet span and carries the roadway 100 feet above the normal water line. Other arch spans are 175, 150, 175 feet in size, respectively. The other spans are of the girder type, and there is a long solid fill. The bridge is seventy feet wide at the top. It is a reinforced concrete structure with a number of novel engineering features introduced, novel in this part of the conntry, at least.

An arch carries West Seventh Street bridge over the Clear Fork of the Trinity on the West Side, the rest of that 1,081 feet bridge being girder spans or solid fills with arch water openings, as a precaution against floods. The other two bridges are of similar solid construction and have a length of 450 feet, plus the approaches, varying with each.

Fort Worth has just completed the building of a great dam on the West Fork of the Trinity River, seven miles from the city, that forms a lake with a capacity of 21,000,000,000 gallons of water, brought to the filtering beds and plant by a conduit. This will solve the water problem for Ft. Worth for many years to come, even it is estimated, until the city reaches a growth of 250,000 or 300,000 population. It is the largest water works lake in the Southwestern part of the United States. The city now uses artesian water for its domestic supply, and will continue to do so, as long as the supply lasts, for that is almost chemically pure, in fact, is commonly used in place of distilled water where perfect chemical purity is not required.

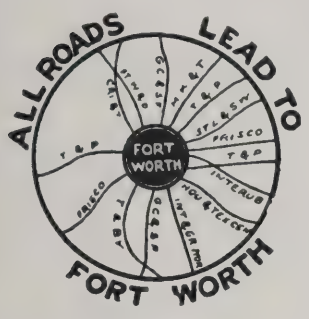
Fort Worth High School

This great water supply; cheap fuel, coal, gas or oil; with a low rate for electric power; its transportation advantages for the number of lines of railway, most of them giving one line hauls; the terminal facilities at Ft. Worth, where solid trains of freight can be interchanged with the least possible loss of time and with a minimum of switching movement and consequent expenses; salubrious location, and proximity to the consuming population of Texas—42.8 per cent of the population of Texas residing within 110 miles of the city, census of 1910—combine to give Ft. Worth advantages in the strug-

gle for commercial supremacy that seem to destine her to the position of the first of Texas cities.

CHAMBER OF COMMERCE.

Ft. Worth.



The illustration printed herewith is known and celebrated in Texas as Capt. B. B. Paddock's "spider" cut, which was designed for and printed in his paper, the Fort Worth Democrat, in 1876, before Fort Worth even had a railroad. He has lived to see the realization of that forecast, for so it proved to be. He is not now in the newspaper business.

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MISSOURI UNIVERSITY JOURNALISM WEEK—MAY 18-22

Dean Walter Williams will be One of the Chief Speakers

President A. Ross Hill announces the week of May 18-22 as Journalism Week at the University of Missouri this year.

Walter Williams, dean of the School of Journalism, author of the articles on "Making Tomorrow's World," now appearing in many of the newspapers of Missouri and surrounding states, will return from this trip around the world about May 1. Dean Williams is returning from his travels earlier than he intended in order to direct the annual Journalism Week exercises. His address, "Journalism Around the World," will be one of the features of the meeting.

Among the speakers who have accepted already invitations to speak to the editors and publishers of Missouri during Journalism Week are: Joseph Medill McCormick, publisher of the Chicago Tribune; Mrs. Joseph Medill McCormick; John A. Sleicher of Leslie's Weekly; E. F. Cutter of the Associated Press; Governor James M. Cox of Ohio; Mrs. Elizabeth Meriwether Gilmer (Dorothy Dix) of New York; Thomas Dreier, author, editor of Associated Advertising; W. J. Pilkington, editor of the Merchants Trade Journal; Joe Mitchell Chapple, editor of the National Magazine; T. W. LeQuatte, advertising manager of Successful Farming; and several other leaders in the various fields of journalism, advertising and publishing.

The Missouri Press Association will hold its regular spring meeting at Columbia during Journalism Week. At this meeting preparations will be made for the Printing and Allied Arts Exposition to be held under the auspices of the association in St. Louis next fall. This will be the first exposition of the kind ever held in the Middle or Southwest, and its importance to every publisher in Missouri cannot be estimated. The exposition will be held in the Coliseum in St. Louis.

Complete printing and publishing plants will be installed. The making of type, printing of all kinds, stereotyping, electrotyping, engraving, book-binding, in fact everything allied with the printing business will be shown in practical detail. Plans for the excursion of the State Press Association to the Panama Pacific Exposition at San Francisco next year will also be made at this meeting. President Naeler urges every member of the Association to attend and help arrange for this exposition.

The Missouri Associated Afternoon Dailies, one of the newer associations in Missouri Journalism, will also meet during Journalism Week.

Plans are being made by the citizens of Columbia and the University officials for the entertainment of hundreds of Missouri editors, publishers and newspaper workers this year. This will be the Fifth Annual Journalism Week at the University.

The Program of the Newspaper Week

The program will include the following subjects:—and others: How merchants and newspapers can cooperate to the advantage of the retail interests of the small town; cost systems in newspaper offices and job plants; retail advertising; foreign advertising and the small-town daily and weekly; circulation promotion—premiums, contests, sample copies, circular letters, direct solicitation; the future of the country weekly; comic strips and syndicated features for small-town dailies and weeklies; the news and editorials and country correspondence in the country press; editorial leadership; the newspaper and women readers; interesting the farmers; the new advertising.

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BEN FRANKLIN CLUB OF CLEVELAND

Capability, Energy, Unfailing Championship for the Trade, and for the Right—Generosity, Self-Sacrifice, Capable Financiering, Loyal Work, Whole-Hearted, Unselfish Efforts and Better Understanding as the Characteristics of a Ben Franklin Club, or any Other Organization Bring Signal Success.

The annual election of the officers of the Ben Franklin Club of Cleveland, held at the monthly meeting on March 10th, resulted in the re-election of James A. Cannon, president; G. H. Gardner, vice-president; and Dan Kaber, treasurer. The following directors were elected: J. F. Berkes, B. F. Corday, F. J. Martin, C. P. Carl, C. M. Hiles, B. B. Eisenberg, A. J. Herman and A. J. Watt. That the Club is assured a successful administration for the coming year goes without saying, as based upon the past performances of the present executive the future appears extremely bright. President Cannon has shown himself to be not only a capable executive, but also an energetic and unfailing champion of all that is best in printerdom or for the printing trades. He places the trade first, considering it larger than the individual and with a man of his sterling qualities in the chair the members feel nothing but optimism for the future.

Vice-president G. H. Gardner is so well known to printerdom that it would appear superfluous to reiterate the many qualities which have endeared him to the trade, Cleveland printerdom in particular. Suffice it to say that in Mr. Gardner the Club has an officer who is generous to a fault when called upon for either his time or financial aid for the cause. He did not feel that he could again assume the duties of the office but the Club members would have it no other way and he was prevailed upon to accept.

Treasurer Dan Kaber has held his present position since the organization of the Club and proved a most capable financier. It was due, in no small measure, to his successful manipulation that the early stages of the Club's efforts were unmarred by financial stringency.

Club members know of no one with whom they could more safely trust the finance of the organization.

The present Board of Directors will remain almost intact. They have shown themselves to be loyal workers and champions of the right and, through their wholehearted and unselfish efforts has come about a better understanding and fairer conditions among the Cleveland printers. Three new faces appear on the 1914 Board, the faces of men well known in all circles of printerdom. They are: B. F. Corday, C. P. Carl and A. J. Watt.

Beyond a doubt, the stage has been set for a most successful year and it will not be the fault of the officers if there is not a realization of our expectations.

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A PLAINT BY A PRINTER-PROPRIETOR

Well-Founded Bewailings of the Passing of the Old-Time, All-round Faithful Printer Enforces the Need of Schools of Typography to Teach and Inspire and to Revive and Keep Alive the Higher Ideals of the Dignity and Worthiness of the Art Preservative of All Arts.

The Turners Falls, Mass., Reporter, recently published on its first page the following, under the title, "The Decadence of Good Printers":—

The Reporter office is driven to its utmost to get out town reports, and the proprietor is obliged to do more than two men's work every day to accomplish what its patrons desire. As years go by, the quality of the average printer at all willing to work is very much below former standards, and if it were not for the skill of the old-fashioned printer-proprietor, who learned the trade properly, we do not know what the printing business would come to. The old-fashioned tramp, now gone by, a worthless vagabond at his worst, was infinitely better than the best that offers today. Men supposed to be printers cannot set type, cannot spell, cannot run a press, cannot read proof or do anything worth while without being followed at every step by someone who knows. This office, wholly on account of the active work of the proprietor, is sought by people all over New England to do their printing, and yet with all his instruction to those who should be the coming printers, finds it hard work to teach the rising generation a trade that will be worth while in the future. A first-class educated printer will be worth his weight in gold in a few years, and yet there was never a time, the world over, when the average printer had so little knowledge of literature or of the use and meaning of words. A page of manuscript copy is now merely a page of arbitrary signs to be copied as near as eyesight can make them out. What a blasted shame!"

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"READS WITH GREAT DEAL OF PLEASURE"

The Herald-Progress

Sumner, Miss., March 14, 1914.

Mr. B. B. Herbert, Editor National Printer-Journalist, Chicago, Ill.

I read the National Printer-Journalist each month with a great deal of pleasure, and I hope to have the honor of making your acquaintance at Houston. Since it was you who suggested my name to President Oswald, I hope my address may come up to your expectations.

With best wishes for the success of your magazine, and also for your own good health, I remain,

Very truly yours,
CARLTON M. BROSIUS,
Editor Herald-Progress.

AGGRESSIVE LOYALTY TO ONE'S CITY

Huron, S. D., has a new paper, the Huron Saturday Review, with Frank H. Hillyer as proprietor and editor.

The following editorial in the first issue indicates a proper knowledge and appreciation of the objects to be ever had in view and the services to be rendered by a home newspaper:—

We want each of our readers to feel that they have a personal interest in this paper, and on all questions affecting the moral, social or industrial interests of the community we ask a free discussion through our columns. The churches, schools, societies, etc., are asked to use our columns in giving publicity to matters they consider of public importance, for by the individual and collective interest of our citizens in this paper we hope to make of it a power for good in this community.

The Saturday Review stands the champion of Huron and Beadle county, and you will find us heralding their good points in every issue of the paper, for we believe that the local paper as well as every citizen should believe in the community in which they live. If you don't believe your town and country is a little better in most respects than its neighbor's, you should move over into the neighbor's county. Your own community, like other places has advantages that others have not and your modesty should not prevent you from making that known wherever opportunity presents itself, at home or abroad, whether pursuing pleasure or engaged in business, do not neglect to give those with whom you come in contact to understand that Huron is a live town, populated by enterprising, wide-awake, go-ahead people, and one that is advancing instead of retrograding. If you can truthfully speak in commendation of the ability of our professional men, the square dealing methods of your merchants, the excellence of our mechanics, the superiority of our churches, the college, schools and public industry, energy and sobriety of our citizens let nothing prevent you from exercising that privilege. You should learn to believe if you do not already, that we have all these and in addition the best located town, the finest country surrounding it, with the most intelligent farmers to be found. If there are any drawbacks it will not be necessary to mention them. The people and newspapers of competing towns will relieve you of that task by attending to that part of it themselves. Strangers seeking locations are always greatly influenced in favor of any town whose citizens are enthusiastic in its praise. No city or town expects to attain prominence over its rivals unless its inhabitants appreciate the excellence and virtue of each other and will collectively spread abroad their faith in the present prosperity and future greatness of their locality. Talk is a cheap commodity, but when rightly utilized it can be made effective in many directions and this is one of them.

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"INSPIRES ONE TO TRY TO ATTAIN THE BEST"

The Lorentz Press

Buckhannon, W. Va., February 5, 1914.

National Printer-Journalist, Chicago, Ill.

Gentlemen:—

I take pleasure in enclosing herewith check for $2.00, covering subscription to November, 1914.

The careful reading of the many excellent departments on your valuable journal, inspire one to strive to attain the best results in the Art Preservative.

With best wishes for success, I am,

Yours very truly, P. H. LORENTZ.

IDEAS FOR PROGRESSIVE TYPOGRAPHERS AND COMPOSITORS' ROUND TABLE

A Call for Aid and a Talk on Tone

Address communications and samples for this department to Slug Seven, care of National Printer-Journalist, 4620 Ravenswood Ave., Chicago, Ill.

A LESSON on Cards set by STUDENTS

PERHAPS the most pleasing monograph to which Mr. Frazier treated the readers of this department was that on, "Business Cards and Tickets" in the January issue. He would doubtless have been especially glad to have, while preparing his notes, such really remarkable pages of cards and tickets as those shown as No. 1 and No. 2. These are from the November number of that (let us not say 'house-organ" when there is need of a new compound word) school-organ, Technical Printery, issued monthly by J. Orville Wood at Cleveland, Ohio, the work on which is done by students of the West Technical High School of that city, under his instructorship. Two insert pages of light-green are used to show the composition of these cards. On the first page the central rules; the lock ornament, the Old English line, and the monogram are red orange. On the other page, the border of the smallest card, its rules, the ornament with the broken-rule effect, the rules fencing "Seventy-fifth Annual Fair," and the shrub-tub ornament are orange. One hardly sees on any insert page giving examples of card composition of acknowledged experts, pages so uniformly good in many of the points that enter into an effective design. And yet what a variety of treatment is shown! The comments underneath each job, with which I have no fault to find, are evidently by Instructor Wood. Whatever comments I make, are on matters extremely small, and yet we have the authority of Michael Angelo as to the importance of trifls in Art. I wish that this most versatile of the world's artists were living in the age of typographical art—and of much that passes for typographical art, and yet is so much farther short of perfection than the work of these students, for example.

The vogue of the modern square effect in typography is a fashion that will last for a long time, because of its many advantages. For a while it supplanted the old long-line short-line system, which is one thing to its credit. But the most modern of typographers have found that the use of a long line over or under a short line is not necessarily inartistic. No doubt this was realized by many artistic compositors who looked at their own work done in the old days, and at the work of other men whose real artistic talent, no matter how they were bound to it, could hardly repress. It was found, too, in an epoch when originality as well as a certain concurrence with established modern ideas is demanded of a printer, that good composition could be obtained by combinations of the square effect with other effects Some of the most simply artistic of these effects are shown in the work of the students. The use of color "wisely," and not "too well," helps such effects—for instance, the line, "A Light in Every Schoolhouse" will not look so well in the black reproduction as it does in orange where the other faces are in green.

Of course, when the square effect was introduced not so many years ago, the tendency was to have even jobs that were naturally made up of many parts appallingly besquared. Such a revolt from old methods is natural at a time when a distinct change in art is made. But the overworking of a new idea is bound to have a reaction, and so we have today a rather saner typography in the most approved job printing than, perhaps, we have ever had before.

The Safe Lock Works card is a beauty in some respects. Its chief charm is the disposition of blank space in connection with its various type features. Now had the wording of this job been such as to make better square effects they would have been distinctly good in the corners of the job, and the long line and short line in the different sizes of the same series would have been a variation on the square idea which would have made the job a chastely simple one, with no undue striving after an effect. But to square "M. A. Keyes" with "General Manager," it was necessary to make very wide spaces between letters that were, moreover, partially spaced by such pieces of type as the periods, and by such a slanting letter as "A." And although the words are very small in comparison with the two well-composed lines near the center, the over-spacing sticks out like a sore thumb. Were the lines set thus:

M. A. KEYES
General Manager

the effect would not be nearly so out of keeping, even if the other parts of the job left the same as they are now. There is more space, too between "Crescent" and "2746" than between "Bell" and "Telephone"—but here the difference is not so marked, though it is such as to be noticed by a critical customer, say. However, thin spaces between the figures would have made the number more readable, and would, of course, have lessened the space after "Crescent." The type is rather small for a phone number, anyway, particularly as the top of the "6" is not well defined.

The two simply set lines, "We Make Locks," etc., square nicely without giving any suggestion of an overstriving for effect, but the second line is so spaced that it would not pass muster in England, where the principles of correct spacing are insisted on to an extent that we are inclined to ignore in this land that has taught England much in job typography. But the two lines, "Smithville" and "Tennessee," have not a square appearance, and there would not be a sufficient slant were they in a job where a slant at the left with square-

ness at the right were harmonious. In square effects, of course, the appearance of the job after it is printed is what should receive attention rather than the position of the types in the stick. "T" has a bar that would, in some work, justify its being set a very slight way to the left past the "S," but as a matter of fact, it seems as if the piece of type that printed the "T" were pushed a little to the right of the squarer letter "S" after the form was locked.

Now I do not by any means wish to give the impression that in typography everything should be exact as to detail. On a great deal of work, exactness detracts from the artistic appeal of a job rather than adds to it. It is painful exactness, and causes pain. Irregularity is a feature which if frowned upon would rob us of many works of art. But Art and Nature are both regular, or seemingly so, in some of their simpler effects. And where the square effect is sought, sometimes, such as to lead a designer either to abandon the idea of such composition, or else to use great care as to some very small detail, always bearing in mind how the job as finished will strike the eye. It is best to learn to do this while holding the stick.

Though it is well to examine a proof critically for little deviations that are more noticeable after an impression is taken.

I have never been in the British Isles, but I am so far from seeing no good in anything British that I wish to commend especially the insistence of British typographers on good spacing as a foundation-stone of good typography; and certainly it has a very marked effect, simple though its principles are, on job composition. The British printer who said in a recent letter to the editor of the N. P.-J., that its critics never saw anything good in British work, made a statement which shows he has been by no means a careful reader of any of the departments of this paper. Full credit has been given by each of the department editors to the fundamental excellences so observable in all work turned out of even the smallest British offices; and it has frequently been observed that American printers who deserve credit for teaching their British brothers effective modes of job composition, should emulate the care taken in British offices in regard to such details as those mentioned in this article. That British printers who have studied the American principles of typography as applied to advertising do work that is especially good, because of its combination of the characteristics of the best thought of both countries has been warmly appreciated by N. P.-J. writers; and the British correspondent certainly should have read the N. P.-J. carefully before making a charge that is not supported by the facts.

I have no doubt some hasty readers will think I am too squeamish about very small matters; but I do not believe Instructor Wood will think so. His work, as well as that of his pupils, are examples of a more commendable care as to details than one generally sees; and I do not detect another page in this wonderful school-organ on which there is the slightest flaw. And those I have pointed out are simply all the more noticeable to a student of printing outside the workroom, because of the highly artistic nature of some of the lines and combinations of lines in this collection of cards.

But the beginning of a series of talks on typography seems to me to be just the place to point out the importance of details, and to suggest that students both in schools, (and, like the writer, who wishes he had the chance to go to such a school under such an instructor, for instance, as Mr. Wood—an instructor who really INSTRUCTS) should begin early to realize the importance of considering matters of detail carefully and of knowing when an artist can and should ignore small considerations which would clip the wings of his genius.

It is well to study jobs like these with the thought, "How could such a line be improved?" and to follow upone's answer with, "But would that, after all be an improvement?" That is how an artist's mind works. And he always has in mind the appearance of the work of art as a whole.

For instance, here is a point I will leave to the student who set the "Entertainment" ticket. Would a better effect have been obtained, in an underscored Italic line with such a letter as "T" at the end, by having the "T" run out at the top a little more to the left than the rule?—a very little more, perhaps? Or would there be any improvement? Believe me, just such considerations as these, NO MATTER WHAT THE DECISION FINALLY ARRIVED AT, are real aids to the student of typography or any other form of art.

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A THINKER WHO WOULD INSPIRE THOUGHT

One of the most thoughtful readers of the National Printer-Journalist sends me a message containing a lesson he no doubt wants me to share with others. He does not need it himself, being a thinker whose originality pervades both his writing and his printing. "Why is it," he asks, "that so few people nowadays think for themselves? The majority of men and women have their ideas formulated by the public press and their acts directed by public opinion. Like the judge on the bench who is always demanding a precedent, they are incapable of independent thought and expression, or if they have enough brain power to produce original ideas, fear of public opinion of being considered "queer" chokes the courage necessary to expression. This lack of individualism, this habit of having others think for us, has smothered a deal of genius in every line, notably among printers. The big idea departments in many print-shops are closed down most of the time for lack of intelligent labor."

The National Printer-Journalist has, I have noted in many years' study of the magazine, always been an exponent of the right and the duty of every man and woman to give forth what is best in themselves. It is, therefore, an especial pleasure to conduct a department in such a publication, whose readers are made to feel that none of the various men who do the most of the writing—not even the editor—considers himself Sir Oracle, but endeavors to obtain the co-operation of his readers to the benefit of all. So it is that this publication is largely edited by its readers, and the big-idea departments of the various shops and newspapers of its subscribers are sending their ideas to this journal with the very idea that they will prove inspiring to others, in the creation of new ideas, which will in turn be passed on to our readers. At least, that is just exactly what I have been told by some of the printers whose ideas have been most helpful to others.

"I sent an idea on which I was working to the N. P.-J., awhile ago," one printer told me, "and I didn't realize that I was still working on it; I thought it was complete, and the job I forwarded was the expression of its completeness. A few months later I saw some one had sent in another job for which he surely got the idea from mine, though it was not by any means a steal. Well, his job was the very inspiration I needed for the

carrying out of a plant I once thought of, but discarded. The help of the man I helped was just what I needed, and when I get the Great Big Idea into shape I'm going to pass it along. It is big enough to start other readers thinking, and I have a pretty good idea that it will continue to return to me again like the bread cast on the waters. It will be the richest kind of plum-cake for me if this swapping of ideas keeps on helping me as it has done already."

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NOW AS AN INSPIRATION Of all the forms of printed matter that constitute such a force in business in this age of job printing, the shipping-tag appears to have been least considered. And a very important piece of printed matter it is, too. I have before me a number of shipping-tags that were attached to shipments sent by manufacturers whose other printed matter is instinct with a fine individuality that is entirely lacking on these very important pieces of printed matter. Surely, there is something wrong here. What have you done to bring shippers to a realization of the importance of the shipping-tag? Clearly, anything in the nature of printed matter that comes with the goods has an importance that calls for strong consideration on the part of the printer.

Is the matter primarily the fault of the manufacturer, who takes care to have a tasteful typographer fashion his letter-heads, etc., but thinks any cheap place good enough to obtain shipping-tags and cards? Even if so, the printer who does his other work is not absolved from blame. What kind of an advertiser is he?

Please send in the shipping labels and tags of which you have a right to be proud—both as a printer and as a business man.

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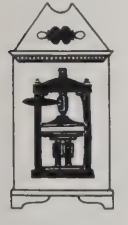
Series of Printed Matter; INDIVIDUALITY Not Inconsistent With Pleasing DIFFERENCE Mr. Frazier and I each asked for samples of letter-heads, billheads, envelopes, and other printed matter, but neither of us was explicit as to desiring series of printed matter, so bent were both of us in discussing one kind of job at a time. But the series ideas is important, and so important that I wish to devote an entire installment to it when I will have received other sets of printed matter from our readers.

I am showing first (No. 3) the corner design on the envelope in which came the publication, Technical Printery, that I mention elsewhere.

[By some means, the specimens referred to as Nos. 1, 2, and 3, were overlooked in reproduction. The thoughts, however, are sufficiently instructive without the specimens, and these will be supplied later.—Ed.]

I am also exhibiting as No. 4 the letter-head design used by this semi-annual periodical. The envelope in



TECHNICAL PRINTERY

A SEMI-ANNUAL JOURNAL DEVOTED TO THE INTERESTS OF EMPLOYING PRINTERS, JOURNEYMEN AND APPRENTICES

J ORVILLE WOOD, PUBLISHER

SUBSCRIPTION PRICE TEN CENTS A COPY ADVERTISING RATES ON APPLICATION

W 93RD ST AND WILLARD AVE., CLEVELAND, OHIO

No. 4

which the letter-head came I did not save, not expecting to write on this subject so soon, but evidently it was very like the letterhead in design and color-scheme. The letter-head has the press and ink-ball design and the rules in orange, and the remainder in dark-brown; it is on tinted stock. But the corner of the manila envelope is printed entirely in black.

And note how like are the two jobs, and how different! Here a strict sameness is skillfully avoided, while individuality is retained. The corner of the envelope containing the letter doubtless had the same plan as regards initials and capitals in the words, "Technical Printery," as the letter-head. Note how this is departed from by the use of lower-case with the same series of initial letters on the manila envelope. I have seen such initials used with type. Here is one pleasing difference in a job that has a delightful likeness to another of the same publication. Full harmony is not demanded in work where such initials are used; there is a little surprise in its getting away from the ordinary; and so such composition calls for especially good judgment in the avoidance of a wrong-font impression while maintaining a pleasing oddness. I think this judgment is admirably evidenced in Mr. Wood's work. Note, too, that the rest of the publication-envelope job is in caps, like some of the lines on the letterhead, where, however, there are so many lines that two sizes of lines where the letters are uniform are further varied with caps-and-lower-case lines. And still further note that on the manila envelope center-dates are used for city, state and country. There is nothing like this on the letterhead, and how delightful it is—and all the more because it is another surprise.

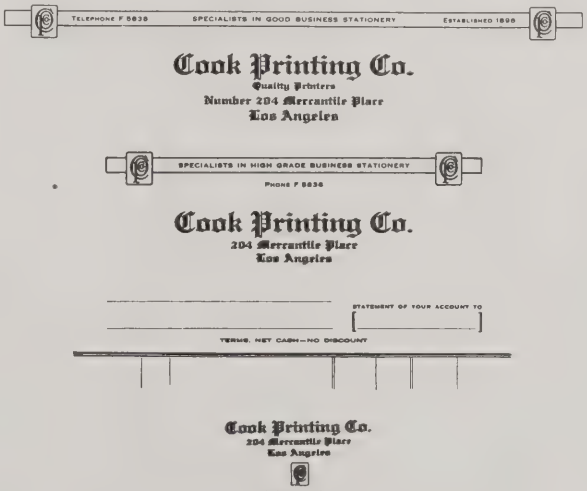
Individuality is not detracted from by these variations. Mr. Wood is a designer like the lady extolled by Shakespeare in the ever-fresh lines:

Age cannot wither, nor custom stale
Her infinite variety.

But be sure the lady retained her individuality, though it did not pall, as some individuality does.

There is, it seems to me, a very fine lesson to be learned from the study of these two jobs in connection with one another.

Now let us go "farther West entirely" to where the Cook Printing Co. print at Mercantile Place, Los An-



No. 5

geles. Reproduction No. 5 shows a letter-head, billhead and envelope and the envelope corner. The letterhead and the envelope corner are on white stock, and the tint behind the monogram is a light yellow. But when they get on yellow stock—on the billhead, the corresponding tint is orange. The rest of the ink on all the jobs is dark green. Now note the variations as to wording, and the sameness and the variations as to type.

The lines "Cook Printing Co." are of the same size of the same series on both letter-head and billhead; of a smaller size of the same series on the envelope. "204 Mercantile Place" is in another size of the same series on both letter and account; but the word "Number" is added on the letter-head, and there is the line "Quality Printers" in a smaller size of the same series. Two of the jobs, it will be noticed, have long panels, of different sizes, to fit the two widths of stock. On the envelope the monogram panel appears, once—there is no long panel— there is enough of the individuality without it. But there is no need of citing all the details of the variations, when you can see them for yourselves. There was considerable thought expended on these designs, so alike and yet so different!

Specialists in Business and Professional Stationery :: Unusual Facilities for High Grade Work
Cook Printing Company
Incorporated
Number 204 Mercantile Place
Los Angeles, Cal.
Cook Printing Co.
204 Mercantile Place
LOS ANGELES
SPECIALISTS IN HIGH GRADE BUSINESS STATIONERY
Cook Printing Company
204 Mercantile Place · LOS ANGELES, CAL.
Cook Printing Company
A Quality Printshop
Specialists in High Grade
Business Stationery
204 Mercantile Place
Los Angeles
Home Telephone F 5838
COOK PRINTING CO.
204 MERCANTILE PLACE
LOS ANGELES, CAL.
For
COOK PRINTING CO.
A SHOP WITH A REPUTATION FOR QUALITY
204 MERCANTILE PLACE, LOS ANGELES
PHONE F 5838
Presented by
FRANK H COOK
PRINTED MATTER
FROM
Cook Printing Co.
204 Mercantile Place, LOS ANGELES
THIS PROOF is not intended to show perfection of the work but only to be used for the purpose of a guide in your department
PRINTING CO.
Place Los Angeles
Phone F 5838
Cook Printing Co.
No. 204 Mercantile Place
LOS ANGELES CAL.
The Sign of Good Printing
COOK PRINTING CO.
SPECIALISTS IN HIGH GRADE BUSINESS STATIONERY
204 MERCANTILE PLACE :: LOS ANGELES
PHONE F 5838
Presented by
FRANK H. COOK
Cook Printing Co.
The Sign of Good Printing
204 Mercantile Place
Phone F 5838 Los Angeles

No 6

Now we have cards, a letterhead, and stickers, one sticker being of a very considerable size. The letterhead on which the other jobs are printed is on stock that is like, but not quite so dark as dragon's blood, with harmonious dark-brown ink, there being a light tint behind the monogram. The stickers are on a lighter stock, with the monograms set off by darker tints. See the littlest sticker of all—won't it attract attention, just because of its littleness and oh-my-ness?

The postcard is brown on sulphur yellow stock. A light tint sets off the initial. The smaller card is in light green with orange rules under two of the lines of type, and an embossed two-rule border (with the initial-piece in the center at the top) which I hope will show in the reproduction. The other card is on yellow stock approaching orange, the rules and ornament are a bright green, and the remainder a deep brown, and there is a still-nearer orange-tint behind the monogram.

(There are so many color names nowadays that I wish printers sending work to this department would specify the inks, and their makers, as well as the trade-names and colors of the stock.)

Some printers spend altogether too much time, we are sometimes informed in the publicity department, in evolving different styles of letter-heads, cards and such things for their own business, that would be better spent in straight advertising. But fault could hardly be found with the Cook Printing Co. for their numerous styles, because each job shown on this page, for instance, has the Cook individuality, no matter how it may vary as to details. The two cards are alike, yet different, and yet although there is a very considerable difference between them and the stickers, even this difference may have an advertising value that would appeal to an advertiser wanting an individuality of his own, and not at all ashamed to have it known that such high-class compositors as the Cook Printing Co. do his work.

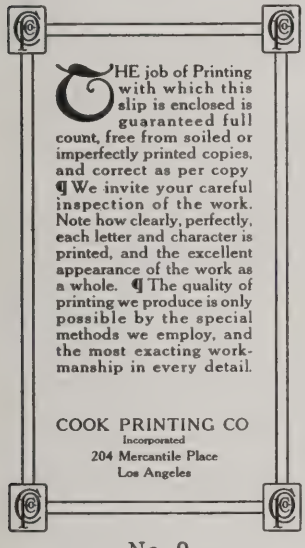
I am giving the long proof envelope as No. 7. This is brown, on heavy manila stock. There is a big monogram panel at the other end of the envelope—brown on green. Here is a memo in brown or green. How different is the type used for the name of the firm from that used on the rest of their work shown, and yet the indi-

viduality is there! And here there is no tint in the monogram panel. Nor is there any tint but that of the stock on the advertisement slip (No. 9). Dark brown,

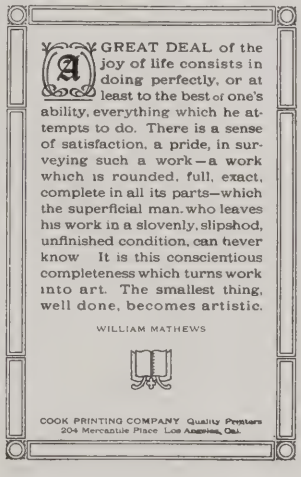
Proof
Please read carefully—give special attention to verification of names and figures. Mark "O.K." or "O.K. with corrections" (if any), and sign same.
Any changes from original instructions will be charged for extra, according to amount of work necessitated thereby
Cook Printing Co.
No. 204 Mercantile Place
Los Angeles, California
Home Telephone F 5838

No. 7

with a bronze-green initial. And here is a job in green, with an orange initial (No. 10); it is on very light yellow parchment stock. Here the heaviness of the design around the initial gives the only dark effect, with the


THE job of Printing with which this slip is enclosed is guaranteed full count, free from soiled or imperfectly printed copies, and correct as per copy. ¶ We invite your careful inspection of the work. Note how clearly, perfectly, each letter and character is printed, and the excellent appearance of the work as a whole. ¶ The quality of printing we produce is only possible by the special methods we employ, and the most exacting workmanship in every detail.
COOK PRINTING CO
Incorporated
204 Mercantile Place
Los Angeles

No. 9


A GREAT DEAL of the joy of life consists in doing perfectly, or at least to the best of one's ability, everything which he attempts to do. There is a sense of satisfaction, a pride, in surveying such a work—a work which is rounded, full, exact, complete in all its parts—which the superficial man who leaves his work in a slovenly, slipshod, unfinished condition, can never know. It is this conscientious completeness which turns work into art. The smallest thing, well done, becomes artistic.
WILLIAM MATHEWS
COOK PRINTING COMPANY Quality Printers
204 Mercantile Place Los Angeles, Cal.

No. 10

exception of the initial, and that is an another graduation of color, being orange; and the book ornament, which gives another tone of green; the rest of the job is in a very handsome light tone, the type selected being just right to harmonize with the border, and not have the job too light.

Another card of another Mr. Cook is the last shown of this very remarkable collection (No. 10). The stock is white; the rules are green, the remainder is black. This firm does not even adhere to one style as regards "Company" and "Co." A matter some firms are very particular about.

I hope the readers of this department will enjoy these specimens as much as I do. Probably no single issue has shown so much of the work of one printing house, but it is done for a purpose, which it has been my endeavor to explain. This work should prove suggestive to those who are striving after individuality, and yet wish to learn how to obtain the charm of "infinite variety." Typography is an art wherein this hankering of the true artist can be satisfied.

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Which COMBINATIONS of Ink and Stock are Most Easily READ?

A great printing country is Germany; and it is likewise a country of savants—those scientific folk who sometimes think and experiment with advantage to all of us. Lately there have been many experiments made in that country with the object of deciding the comparative legibility of colored and black and white letters on colored and black and white stock, where the size and form of letters and the distance are the same. It is probable that such thorough experimenters as the Germans made sure by prior tests that the persons conducting the tests had normal eyesight, and so the list is given here as worthy of study, and perhaps of test where the findings seem to upset some common theories. This is the list the experimenters made of various combinations. These are given in order of legibility, those of the experiments showed to be the most legible being first:

Black	letters	on	yellow	paper.
Green	"	"	white	"
Red	"	"	white	"
Blue	"	"	white	"
White	"	"	blue	"
Black	"	"	white	"
Yellow	"	"	black	"
White	"	"	red	"
White	"	"	green	"
White	"	"	black	"
Red	"	"	yellow	"
Green	"	"	red	"
Red	"	"	green	"

What do you think of the list?

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TYPE METALS AND THEIR PROPERTIES

Type Metal of any kind consists, for the greater part, of Lead, the balance being Tin and Antimony, according to the grade of the metal. The property of the Tin is to make the lead tough and fluid, while that of the Antimony is to harden the Lead and the Tin, thus making it adaptable as a Type Metal.

Antimony is lighter and harder than the rest of the metals, and when melted and exposed to the air, tends to oxidize, or separate itself, thus leaving the Lead and Tin to do the work by themselves. In order to dissolve the Antimony, when on top, it requires a greater amount of heat than the Tin can stand. As a consequence, the Tin burns itself away and becomes drossy. After using such metal a few times, it becomes mostly Lead, and Lead itself can not do the work of Type Metal.

In order to overcome these obstacles, new metals are often added. While to the inexperienced caster, it may appear that this will bring new life to the old metal, the fact of the matter is that this really weakens both metals, inasmuch as the new metal is required not only to hold its own strength, but to strengthen the metals contained in the pot as well—an almost impossible task.

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

RAVENSWOOD STATION, CHICAGO, ILLINOIS

Entered at the Chicago Postoffice as Second-class Matter

BENJAMIN B. HERBERT - - Editor and Publisher
BENJAMIN S. HERBERT - - - - - - - Associate
WM. E. HERBERT - Supt. of Mechanical Department

Official Paper of the National Editorial Association
Member Ben Franklin Club of America, Chicago Trade Press Association, Illinois Press Association, Order of Pica, New York State Press Association.

Published Monthly.

ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION

SUBSCRIPTION RATES—In the United States, Cuba and Mexico, $2.00 per year. Canada, $2.50 per year. Foreign subscriptions, $2.85 per year.

CHICAGO, APRIL, 1914

In the Editor and Publisher and Journalist of New York of February 14th, Messrs. C. A. and J. E. Phalan told an interesting story as to the results of the carrying out of the policy of excluding all but clean, honest advertising from their publication, the Bridgeport, Conn., Herald.

In spite of the many unclean dollars kept from the newspaper's strong box, aggregating thousands of dollars, the year just closed showed an increase of thirty-five per cent in advertising receipts. The paper also showed the greatest gain of the year over the three dailies that adhere to the old theory and practice of the newspapers' irresponsibility for paid publicity. These publishers give large credit to the Baltimore convention for the inspiration and courage that sustained them in their efforts, mentioning especially the leading speakers, Coleman, Freeman, Schermerhorn, Woodhead, Houston, Graves, Fletcher and the rest, evangels for truth, purity, honesty, righteousness and responsibility in newspaper making, no less in the advertising than in the news and editorial departments.

This is the gospel that has been preached in the pages of the National Printer-Journalist for more than a quarter of a century.

* * *

A Missouri judge has been shown that all men of sufficient intelligence to be fit for jury service read the newspapers and has refused to hold that veniremen are to be excluded from jury service because they have kept informed as to current events as told by the public press.

The profession of law, that is called learned, is very slow to give up the rules of precedents, that are too frequently as ridiculous and as little applicable to present conditions, as the old and learned judgments in the finding guilty and punishing poor, old ladies, the mothers of children, who deserved care and a pension, by hanging or drowning.

There is nothing else quite so unreasonable and damnable as the blind reliance on precedents, founded on the ignorance, superstitions, prejudices and outgrown industrial, social, commercial or trade conditions of the past, in proceedings in courts of law.

The Poughkeepsie, N. Y., Press in commenting on this intelligent decision of the Missouri judge justly declares:

"The man who does not know of, nor discuss with anybody, what is going on about him is hopelessly ignorant.

"There should be no more disqualification because a venireman can read, and soon there will be none. Nowadays everybody that can read at all reads newspapers, and illiteracy should not be preferred anywhere.

* * *

The Daily Morning Sentinel of Waterville, Maine, rejoices in the completion of its first ten years, proud of the success made and confident of the future. The paper was established by Hon. Cyrus W. Davis and the late Thomas F. Murphy, the first editor and manager, who performed well the task of organization and outlined policies that have since guided the men to whom the making of the paper has been entrusted. They set the standard by which it has been guided in political and other matters.

We have had occasion, before this to remark as to the sort of enduring and useful immortality attainable by the founders and conductors of a worthy newspaper or magazine. The right kind of a publication gathers to it a clientele that acts as a constant force in keeping up the paper's character and preserving its principles and traditions, wherein is reflected and continued the work and ideals of the founders.

The Sentinel rejoices in the great growth of its city during the decade to which growth it has been a factor in promoting and believes that it will continue in the future, as in the past, an active agent for the successful promotion of the city's interests through loyalty and intelli-

gent service. Herein to no small degree are found the precious reward, the genuine satisfaction and increasing pleasure of the true newspaper man.

* * *

Editors' State Political Platform

Practical Principles as Good for Business Man or Worthy Editors and Publishers as for a Gubernatorial Candidate.

Arthur Capper, publisher of the Topeka Daily Capital, The Household, Missouri Valley Farmer, Farmers' Mail and Breeze, Poultry Culture and Capper's Weekly at Topeka; the Nebraska Farm Journal, at Omaha; the Missouri Ruralist, at St. Louis, and the Oklahoma Farmer, at Oklahoma City, has announced himself, again, as candidate for Governor of Kansas. A man who can successfully conduct nine such worthy and successful publications certainly ought to be entirely capable of conducting the office of Governor, even in the prosperous State of Kansas, to the entire satisfaction of the people and for their best interests and highest good. In his announcement of principles, he declares, among many other good things, that it is time to apply common business sense to our public service. The spoils system has always made two men necessary to do one man's work. Wherever it exists it is steadily piling up the public debt as if there were no such thing as a reckoning day. The cost of government goes far beyond its benefits and is steadily increasing, and while under our system of taxation the burden is heaviest on the man least able to bear it, a real merit system, a clean, sensible business system, will do more to curtail the long list of expenditures which make higher and higher taxes, will do more to bring efficiency out of misrule in Kansas, and will do more to give the people a dollar-for-dollar value for their tax money than all the political wind-jamming we have ever had in the state.

The great issue in Kansas this year is the removal of the evils of the vicious spoils system from the penal, reformatory, charitable and educational institutions of this state and the establishing of a more economical and efficient system in handling the state's business. The state's welfare and the people's good is the business of state government, not the apportioning out of jobs to pay political debts. To fill these institutions with place-hunting, political incompetents as rewards for campaign services, is more than a betrayal of public trust; it is a crime against humanity.

Our great need in Kansas at this time is not more party politics, but a real merit system; not a poor, weak pretense of a law, but an honest act so plain, so strong, that no partisan official nor political fixer, nor gang of fixers will dare to evade it.

I rejoice that in Kansas what is called the progressive spirit is becoming dominant in all the parties. I find my own faith in it has grown stronger instead of diminishing; that I have the keenest sympathy and hope for the new movements of the time, which promise so much for the betterment, prosperity and happiness of struggling humanity. I have faith that Kansas will continue to lead in studying and solving the great social and economic questions upon which all future progress rests.

District Editorial Association

For over a quarter of a century we have advocated County and District Editorial Associations. Wherever these have been organized, and kept going, with the right spirit and proper zeal to secure co-operation and efficiency, the members and, indirectly, the public, have been greatly benefited.

Home affairs are the most important and the home interests should be understood and may be most usefully and effectively served through co-operation of home papers.

The editors and publishers of the Second Congressional District of Minnesota, recently met in annual session and report "one of the most profitable and pleasant gatherings the boys have had for years." The convention was at Winnebago City, and editor W. R. Hodges gives the following brief account of the occasion in his paper, the Hearald-Dispatch, of Sleepy Eye:

Editors Hadley of the Enterprise and Sherin and Foss of the News did the honors for their city in entertaining the visitors, and they did themselves proud in the lavishness of the entertainment. Two sessions, morning and afternoon were held by the pencil pushers and at 5 o'clock a splendid banquet was served to the visitors and citizens of the city, in the dining-room of the handsome M. E. Church. Editor Hadley was toastmaster and at the proper time presented Hon. A. C. Dunn, an old patriarch, four score years old, to welcome the visitors. He was the first settler in that county and the pioneer of the city of Winnebago. Mr. Dunn is strong and vigorous and made a splendid address. He was followed by Editor Hotaling, who made a brilliant response, was president of the association, and thanked the good people of Winnebago for the splendid entertainment the visitors enjoyed.

In the evening the visitors were the guests of the Gaskill & McVitty Company, Mr. Koch, manager, and witnessed a splendid production of "That Printer of Udells." At 11 P. M., when the show was over, a fine Dutch lunch was served at the Odd Fellows Hall for the Scribes.

The newly elected officers of the association are James Ruane, Slayton Gazette, president; John Dillman, Blue Earth Post, vice-president; Robert Forrest, Lake Wilson Pilot, secretary; A. M. Welles, Worthington Globe, treasurer. The president-elect was authorized to select an executive committee of three members.

Th city of New Ulm was selected as the place to hold the summer meeting.

The members were fully awake to the duties of and opportunities of the press for helpfulness in all things that pertained to the upbuilding and betterment of that fertile and prosperous and advancing region of the North Star State, that is served by their several publications.

They were not neglectful of their own rights and interests and raised $21.00 toward the expenses of the Envelope Committee of the N. E. A., in the campaign of education for the doing away with the long-continued and unjust competition of the Postal Department of the United States with the printing offices in furnishing envelopes to banks, corporations and large establishments at less than cost and with a large annual loss to the Government.

The following were chosen as delegates to the National Editorial Association: J. M. Palmer, Register, Blue Earth; Phillip Leisch, Journal, New Ulm.

BIOGRAPHY OF JOE MITCHELL CHAPPLE

Joseph Mitchell Chapple, known in every state and almost every part of the earth reached by American magazine literature as "Joe Chapple," is a somewhat unique figure in the America of his day. Descended from English families of good birth and standing, the American branch has a record among the newer emigrants and pioneers, who formed the later waves of that great tide of settlement which has so recently closed up the gap of the so-called "American desert" which once lay, a savage wilderness between the Mississippi and the Pacific States. Of this virile, active, resourceful race of pioneers the Chapples, early in life, became active and typical members. The father, the late William Chapple, son of John and Mary (Gosden) Chapple, was born at Walton-on-Thames, County of Surrey, England, June 5, 1835. He came to America

Joe Mitchell Chapple

in 1854, and settled at La Porte, Iowa where he went into business as the proprietor of a general store. A year or two later he married Louisa Marie Mitchell, born at Bloomington, Indiana. Of this marriage were born one daughter, who died young and four sons, Joe M., William H., John C., and Bennett Chapple, who are associated together as The Chapple Publishing Company, Limited.

Joseph Mitchell Chapple, the eldest son, was born at La Porte City, Iowa, July 18, 1867, and at a very early age evinced an interest in the art preservative of all arts, the field of his earliest labors being Doctor Watton's La Porte Progress. His mother, a very superior woman, to whose love and encouragement "Joe" is never weary of paying the most tender of filial tributes, taught her boys all the simple, sterling virtues of obedience, industry, courage, persistent effort and kindly relations with all the outside world. An enthusiastic lover of music and good literature, she imbued them with a taste for art, literature and music, far in excess of what could reasonably be expected in that little country municipality, and to the day of her death she was a trusted friend and confidant of her four big boys.

In 1882 the family removed to La Moure County, Dakota, where they located on government land, near Cottonwood Lake, one of the few bodies of water in that section of Dakota. Much of the prairie was still unsurveyed, and about one hundred miles to the West over two thousand fighting men of the terrible Sioux Confederacy were located on the Standing Rock Reservation.

There were disquieting rumors at times, and trouble enough beyond the Missouri, but happily no Indian raids west of the river. Later most of the family returned to Iowa, but Joe remained and bought out the Grand Rapids Journal, in 1885. About a year later, on November 23, 1886, he was married to Annie F. Ryder, daughter of Elisha Dunbar and Margaret (Harding) Ryder, both of Chatham, Barnstable County, Mass., families. An editorial trip to Ashland, Wisconsin, led to his establishment there as the manager and eventual publisher of the Ashland Daily Press, which paper he still owns.

In 1897 he came to Boston and associated himself with William W. Potter, then publishing a monthly magazine, "The Bostonian." This name was changed to The National Magazine, and from the first the new periodical gave evidence of renewed interest and popularity. It passed wholly into the hands of Joe Chapple and his associates in 1901, and is now located at 952-56 Dorchester Avenue, Boston. Here also the new Chapple publication, "Joe Chapple's News-Letter," is issued.

Joe Chapple is an original and strongly marked personality and his most notable characteristic is an unusual genial and sunny temperament and manner. Indeed if he has a special hobby it is that everyone should forthwith devote himself to the acquisition of "The Happy Habit," laying aside the vain consideration of all apprehensions, fears, melancholies, doubts and warnings or remonstrances, based on personal, social or political conditions. He has also an unusually keen perception of the beauty and pathos of the home relations in simple lives, and naturally and deeply sympathizes with people who are strong, simple and sincere. He is wonderfully patient under criticism, and is apparently really thankful if he can learn a better way by means of adverse comment.

Probably no editor in the country has more personal friends among prominent men in all callings and ranks of life. He has a talent for becoming acquainted with individuals. As a young newspaper man he went to Europe and interviewed John Ruskin and became the fast friend of the sage of Brantwood. He met Gladstone, Bismarck, Sir Humphrey Sullivan and many other prominent Europeans, and was intimately acquainted with President McKinley and Senator Mark Hanna; since their time he has been the personal friend of many leading statesmen. His den is a museum of famous autographs and curios, gathered from his world-wide travels and acquaintance. If Mr. Chapple has a penchant it is for making friends, and during his life-work he has become intimate with many celebrated men.

Numerous personal incidents appear in his writings and are appreciated by those whom they most nearly concern. For instance, his sketches of the two great

political conventions of 1908 brought him many personal letters from candidates and other public men, who appreciated the scope of one who, while having his own firm convictions on matters political, could write long articles containing not a single word that could leave a sting in the mind of the reader.

It is said by Mr. Chapple's schoolteacher that it was never necessary to urge him to speak on Friday afternoons or at the lyceum. He was always ready, and, what was more remarkable, the audience was always pleased to hear him. Although he has never taken up rostrum work or entered his name in a lecture bureau, he has always been much in demand as an after-dinner speaker, and requests for lectures on his travels are numerous. These addresses deal with prominent national topics and Mr. Chapple has been called upon to fill many important engagements.

His writings include, besides his editorial and magazine work, the "Minor Chord," a novel, published in 1896; "Boss Bart—Politician," 1895; "Mark Hanna—His Book," 1903; the "Heart Throbs" book, 1905 and the "Happy Habit" book, 1907; "Heart Songs," 1909; "Little Helps," 1910; "History Making," 1910; "Heart Throbs," Volume Two, 1911.

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R. C. DYER

Dallas, Texas

(See page 277)

One of the popular, enterprising young business men of Dallas, Texas, is R. C. Dyer, manager of the Texas House of Barnhart Brothers & Spindler. On our recent visit to Texas we found that he was widely popular. He was referred to by the progressive men whom we had the pleasure of meeting, as a man always ready to help in every worthy organization or movement for the upbuilding of his native State and the city of Dallas. He is a Texan by birth and believes in the State and its great destiny. He has been engaged in various departments of printing and newspaper work for the past twenty-two years, eleven years in the service of the great typefounding establishment of Barnhart Brothers & Spindler, and has attended every meeting of the Texas Press Association, excepting one, during the eleven years. He is in touch with the members of the press and knows their aspirations, their needs and their difficulties as well as the means through which the enterprising members of the craft are seeking to better existing conditions.

His address on, "Composing Room Efficiency," at the Houston Convention, will be of great, practical money value to all printers. His pleasing countenance looks out from page 277, this issue.

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SENATOR THOMAS WILLIS PERKINS

Editor McKinney (Tex.) Daily Courier-Gazette

(See page 277)

One of the best known young newspaper men in Texas is Senator Thomas Willis Perkins, editor of the McKinney Daily Courier-Gazette and the Weekly Democrat-Gazette. He is a native of the State, being born in Lamar County, April 4, 1872. He was reared and educated in East Texas, but located in Collin County twenty-four years ago. He has served his city as Mayor, and was a member of the 31st and 32nd Senates of Texas. He was the author of the law known as the "Right of Contract," which allows newspapers to exchange advertising for transportation in that state. He is widely known in newspaper circles, having been honored with the Presidency of the Texas Press Association and has, for years, been a member of the National Editorial Association. Besides being prominent in newspaperdom, Senator Perkins is well known over the entire state in the circles of the various fraternities. He is very frequently invited to deliver addresses for the Woodmen, Elks, Odd Fellows, and Masonic Orders. Two years ago, in a long-drawn-out race for Congress with eight running, he was second and was defeated by only a few votes. He is very popular with all who know him.

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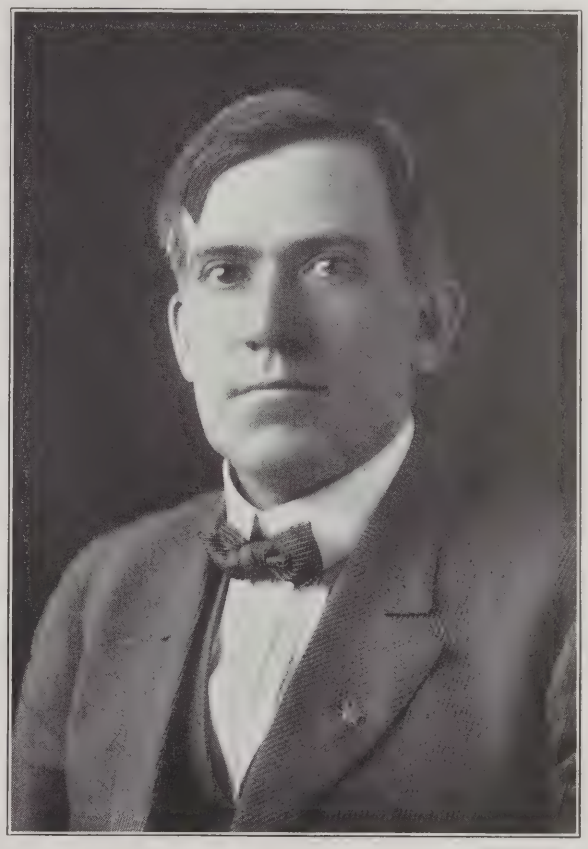
GEO. E. HOSMER

Vice-President of the National Editorial Association.

Mr. Hosmer has been a leading publisher of Colorado for many years. For ten years he has been the publisher of the Morgan County Herald, at Fort Morgan, Colorado. Prior to that he published the Daily Advertiser at Trinidad. Last year he managed the entertainment of the National Editorial Association at their



Geo. E. Hosmer

Vice-President National Editorial Association

meeting in Colorado Springs and in the trips over the State following. He received many compliments on his work as host, and it is presumed that everyone who was at the Colorado Springs Meeting will be for Mr. Hosmer for president at the Houston meeting. He has taken an active part in Association work for fifteen years, and during that time has missed but few meetings. His work this year as chairman of the legislative committee is bearing good fruit, and in a short time it is hoped direct results will be shown from the work of this committee.

In public affairs Mr. Hosmer has always been very active. He was appointed Collector of Customs for the District of Colorado on March 23rd of this year.

JUDD MORTIMER LEWIS

Paragraph and Poetical Writer Houston Daily Post.

The Syracuse, Texas, Herald, in speaking of Mr. Judd Mortimer Lewis, who is to deliver an address of welcome to the National Editorial Association on behalf of the Texas State Press, gives the following pleasing facts as to his writings and the generous appreciation they have been accorded:

Those who read the Houston (Texas) Daily Post know that J. M. Lewis conducts a column of poetry, whims and fancies in that paper. Last spring, at the urgent request of thousands of his readers, whose hearts have been touched by the beautiful spirit breathing in his poetry, he gathered 215 of these poems into a volume, to which he gave the title, "Sing the South." Of these poems Joaquin Miller writes: "When another Eugene Field and James Whitcomb Riley rises up to complete

Judd Mortimer Lewis

the American trinity, we lift our hats and hail him heartiest welcome. You have done good, great good, and we need you, Judd Mortimer Lewis—the world needs you." Henry Watterson, of the Louisville Courier-Journal, wrote: "The verses are sweet and true. There is a tenderness that wins—a harmony that enthralls throughout. One can not open the book, even at random without finding a real gem." Mr. Lewis has just issued this new volume, "Lilts o' Love." The gospel of it is the gospel of love—pure, clean, fresh and sweet.

Mr. Lewis was born at Fulton, N. Y., in 1867, and went to work at an early age for the A. N. Kellogg Newspaper Company, and worked with them for many years, finally going South and becoming manager of their Houston branch. He did not attempt writing for publication until after he had passed his thirtieth birthday. His first effort attracted so much favorable attention that the Houston Post offered him a desk and he has been with this representative paper of Texas ever since.

As told in the article quoted, he has issued two volumes of poetry: "Lilts o' Love," and "Sing the South," which have met with very large sales. He is an interpreter of true love and he remained true to his first love and married Mary Bartley, a schoolgirl sweetheart. They have been blessed with two little daughters, Marjorie Augusta, aged twelve, and Jessamine Margaret, aged eight, who are known all over the South from having figured in his poems as "Touselhead" and "Eyes o' Blue."

Mr. Lewis, like most men of high purpose and highest, successful effort, has a fad. With his loving nature and kindly, sympathetic heart, it is but natural that his fad is finding homes for homeless children and finding homeless children for childless homes. He has placed a great many children in loving homes. He believes that if the Government would take up this work, and elaborate a plan of advertising, that homeless children might be shifted from the more congested centers of population to the newer sections of the country.

He has always as many as a dozen applications for children and has never had any trouble in finding good homes for little folks. He believes that, should the Government take this work in hand, there would be no necessity for supporting a single orphan asylum in all this broad land.

* * *

LEE SHIPPEY

Editor of the Higginsville, Mo., Jeffersonian.

Mr. Shippey was born in Tennessee, but began his newspaper career in Kansas City, Mo. He was a proofreader several years, but lost his eyesight, and was compelled to turn to poetry—therefore an avocation—into a vocation. While totally blind, he was made poet-humorist on the Kansas City Star. Then part of his sight

Lee Shippey

returned, and five years ago he believed he could see well enough to see a good thing in a country paper. He bought the Jeffersonian, and since then, as he writes, has made "a living and had the dickens of a lot of fun."

He has found time to enjoy life and to do a little magazine work. Occasionally he gets a poem or story or article into one of the best magazines, but finds that running a home paper is a job a man cannot neglect, and hence does not attempt to contribute regularly.

MASON WARNER
Chicago, Ill.

(See page 277)

Mr. Mason Warner is an advertising expert of broad information and of thorough, practical knowledge. His address before the National Editorial Association at Houston, on "The Large Advertiser and the Small Newspaper" will be of very great value to more than eight thousand newspaper publications throughout the United States.

He was born at Cleveland, Ohio, September 23, 1871, and began to learn the printer's trade while still attending school. He was a journeyman and member of the International Typographical Union at the age of eighteen years. He worked as printer, reporter, editor and special correspondent until 1898, when he entered the general advertising agency business with Theodore F. MacManus at Toledo, Ohio.

He became advertising manager for Reid, Murdoch & Co., Chicago, in 1903; remained there three years and then resigned to become associated with the Snitzler Advertising Company of Chicago, and he has been at the head of the copy, plan and art department since 1906.

He has written the advertising for Arbuckle Bros., Olson Rug Co., Tildesley & Co., John Wildi Evaporated Milk Co., Uncle Sam Breakfast Food Co., American Varnish Co., Reid Murdoch & Co., Mme. Ise'bell Toilet Mfg. Co., H. S. Peterson & Co., LaCottel Mfg. Co., and various other national accounts.

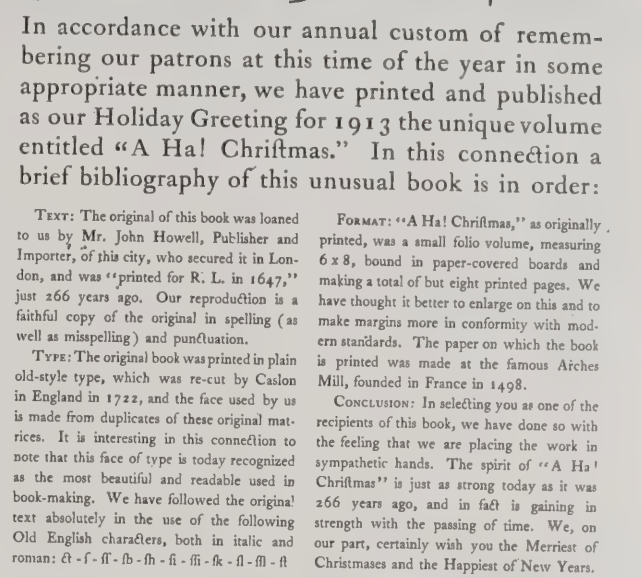
The Description Will Make the Book More of a Prize—When I Receive It

The book, "A Ha! Christmas," "aha" spelt differently from Shakespear's usage, I did not receive, for some reason. I suppose I am supposed to see it in my mind's eye through the very full description of text, type, and format. I sometimes have to describe jobs without showing even a reproduction of them, so am being put in my readers' place. This ought to help a descriptive writer of work hard to describe.

However, I am well pleased at being the recipient of the four-page circular, on the heavy antique laid stock. Only one page (4) is printed. The margins are as follows: One and six-sixteenths inches at the top, one and one-half inches at the left, and one and one-half inches and a deckle-edge at the right.

There is so much of artistic effect in a carefully studied disposition of margins, that I should like to be afforded space to show them on jobs like this.

The heading is red. If the typography of the book is as good as the circular telling of it, I should like to have it, even though I am not a patron of the firm. I might be—even if I do not get the book, just from the remembrance of the charm of this announcement, even though one line looks a little like pi. But in a case like this (last line of first column), good judgment was used in the employment of hyphens with



Note on "A Ha! Christmas"

In accordance with our annual custom of remembering our patrons at this time of the year in some appropriate manner, we have printed and published as our Holiday Greeting for 1913 the unique volume entitled "A Ha! Chriſtmas." In this connection a brief bibliography of this unusual book is in order:

TEXT: The original of this book was loaned to us by Mr. John Howell, Publisher and Importer, of this city, who secured it in London, and was "printed for R. L. in 1647," just 266 years ago. Our reproduction is a faithful copy of the original in spelling (as well as misspelling) and punctuation.

TYPE: The original book was printed in plain old-style type, which was re-cut by Caslon in England in 1722, and the face used by us is made from duplicates of these original matrices. It is interesting in this connection to note that this face of type is today recognized as the most beautiful and readable used in book-making. We have followed the original text absolutely in the use of the following Old English characters, both in italic and roman: ſt - ſ - ſſ - ſb - ſh - ſi - ſſi - ſk - ſl - ſſl - ſt

FORMAT: "A Ha! Chriſtmas," as originally printed, was a small folio volume, measuring 6 x 8, bound in paper-covered boards and making a total of but eight printed pages. We have thought it better to enlarge on this and to make margins more in conformity with modern standards. The paper on which the book is printed was made at the famous Arches Mill, founded in France in 1498.

CONCLUSION: In selecting you as one of the recipients of this book, we have done so with the feeling that we are placing the work in sympathetic hands. The spirit of "A Ha! Chriſtmas" is just as strong today as it was 266 years ago, and in fact is gaining in strength with the passing of time. We, on our part, certainly wish you the Merriest of Christmases and the Happiest of New Years.

TAYLOR, NASH & TAYLOR
EDWARD DEWITT TAYLOR
JOHN HENRY NASH
HENRY H. TAYLOR
No. 4

spaces on both sides. It is little thoughts like this that make the really "Intelligent Compositor."

We regret that returns have come in so slowly as to make it impossible to give anything like as complete a list of the delegates to the N. E. A. Convention as was desired. It is certainly to be hoped that all past officers will attend. The occasion will be a splendid one for a reunion never to be forgotten, on account of the cordiaity that will prevail and the heightened pleasures of reunion under the most delightful conditions.

Past-President A. D. Moffett manifests the right spirit, when he writes, that aside from the enjoyment and the liberal education and the practical, up-to-date knowledge as to all essentials in the calling to be anticipated, he feels that, after having been honored by the Association, he would show a mean spirit of ingratitude and do himself and the Association a wrong by not attending and contributing his part toward making the meeting a success. Mr. and Mrs. Moffett will attend.

A complete list of Officers, Committees and Delegates will appear in the May issue.

BUSINESS MANAGEMENT

ED. E. SHEASGREEN, *Editor*, 1603 MONADNOCK BLOCK, CHICAGO, ILL.

THE OMAHA SQUARE INCH METHOD

FOR several years past the printers of several cities in the United States, have, through their organizations, been trying to study the cost of a square inch of composition. The St. Louis, Kansas City, Minneapolis, and other Ben Franklin Clubs and Typothetaes have made very good progress with this particular method.

A few months ago the printers of Omaha decided that their estimating class should study the cost of composition from the "square inch" standpoint, and see what they could find. Clarence S. Corey, of Corey & McKinzie, was given charge of the work. Being a man well versed in cost, a forceful speaker, and with a keen mind, he has proven worthy the task given him.

About the first thing that Mr. Corey's class found when they tackled the square inch method, was the rub in getting the proper classifications. On investigation it developed that the printers in other cities had found the same difficulty. So Corey and his printers began a study along a little different line—that of making a finer classification, and with the result that at the fourth meeting of the class, the right scaling method was found. So precisely did the new scale work, that out of twenty-nine jobs estimated, on the square inch basis, all with one exception, figured to within a few cents of what the hour cost, at the Omaha average rate of $1.25, figured for the "time cost" actually taken. The jobs used were from only those offices that had time and cost systems working right up to the minute. After a two-hour demonstration every member present became jubilant over the results. A sort of experience meeting was held. Every one admitted that no two, or three or four men in any one plant estimating the old way on any one of the jobs could have come so close to the actual cost.

Another lesson or two is to be devoted to polishing up their new scheme, when it will be put in printed form for the craft. Some plants have been represented at the Omaha classes that had not been heard from for a long time.

All present at the March 19th, meeting promised to bring out superintendents, foremen, and even employees to see other "square inch" demonstrations.

After settling the square inch cost of composition, it is the purpose of Mr. Corey and his class to take up the square inch cost of make-ready on jobbers and cylinders. When that has been mastered (and it can be and will be) those progressive fellows are going after the square inch costs of other printing operations.

The Omaha Printers meet twice a week, Monday noon for luncheon at the Commercial Club, and Thursday evening at the Paxton Hotel, for dinner and the estimating class. Harry Tosttivin, Secretary, invites correspondence from other printers and also invites traveling printers to call at "feed" time and get acquainted.

Oh, yes, there are those big and little printer fellows in every city, who decry the work their progressive brother printers have been doing for the last six or seven years. These "stand-patters" say no good has been accomplished, that the price and honor among the trade is as rotten as ever, that those who are boosting, preaching and teaching, must surely have an ax to grind.

But to those fellows who would have men believe these charges are true, this department wishes to call attention to the fact that the great majority of printers are thinking as they never thought before, that many are actually doing things, and making more real money than they ever dreamed they could.

Even if the printers were only beginning to think after all the preaching that has been done, that would be a mighty gain when one considers what a complexity of chronic business diseases the craft has been suffering from for years back.

Cheer up, boys, pull hard, have faith and profit is yours

Let Us Call Him "Hopson"

Let us call him "Hopson" or "Hopgirl" or "Hopboy"—or just plain every-day "Hop."

We might just as well call him "Hop" as "Smith," or "Jones" or "Brown." Well, "Hop" is a printer—a really truly printer, with the usual printer's life-story.

He learned to set type years and years ago. He thought he was some type sticker, too. And he was. He was also some saver, or rather, squeezer of pennies and dimes, for in time he had saved his "stake," of a few hundred dollars. To be sure it was not a stake large enough to buy out the New York Central or Union Pacific Railroads, but it was large enough to buy a case or two, a "jag" of type, a job press, a desk and some paper stock.

Well, one day, he did buy the aforesaid equipments and some stock and began "business." He thought, that because he was a number one type-setter, an ace-high-Kansas-Nebraska-Iowa-cyclone of a type sticker, that he would likewise be the same kind of a business man.

What thousands of mechanics have had and still have these terrible delusions!

But "Hop" soon found out something—he found out he did, that for some reasons he was not getting to be a millionaire in a week, or a month, or a year, or two years or even five or seven years. He also found out that for some reason it was a tough proposition to get shave money and carfare (and once in a while a whole stray dollar for his good wife) after the one helper had been paid off. Each year he squeezed, as he had never squeezed before, but with none of the old type sticking days' success.

Competition was something fierce. He called his competitors cut throat-robber-omelette-brained gozabooes, and other things, better not said in print. He lost his nerve, too, for he could not face his competitors, when he met them. He knew in his own heart he was as guilty of the business crimes as they.

But one day, like Saul of Tarsus, 'Hop" saw a great and blinding light. And again like Saul, this light came on him when he was out after some of his competitors' "skelps."

Well, possibly in this respect, he was not just quite exactly like Saul, but anyway, when the light overtook him, he was out to make trouble.

What light flashed on him? The light of Cost Knowledge!

And facing the light he fell to his prayer handles. Getting up he began traveling in the light, toward the light, with the light. Then something else happened. He had a change of heart regarding his fellow competitors. He spoke kindly of them and to them. He even called on them, and lived to tell of his visits to their dens, even though the cussing out he got was extraordinarily liberal and some scorching.

But the cost system he had installed made him call on customers he had long been afraid of. Of them he demanded better prices. If any of them refused, "Hop" just looked elsewhere for a new one and dropped the old.

During his early business days, his one press had become two, and when "the light" hit him he had strongly in mind the purchase of the third one.

But this press he never did buy after the light hit him. Instead he gradually raised the wages of his feeder from $10.00 to $16.00 a week, his "Superintendent" (in a two-press plant) from $18.50 to $26.50, and his own "salary" from a carfare to $50.00 a week.

Could you beat it?

Can you beat it?

Mr. Reader, can you beat this record with a four jobber—three-cylinder-power folder-ruling machine-bindery printing plant? Honestly, can you beat it?

This man "Hop" was not satisfied with what he had done, as most men would be, no, not this man. Possibly the first part of his name is responsible for the way this fellow has been and is still "hopping" to it. Why, after raising wages to the roof and reducing the hours of labor to the basement, this new convert to the new cost faith, just kissed business good-bye, told his "Superintendent" and "Crew" to look out for fire and the "up" in prices, and bundled his wife and family off to the mountains for several weeks, and had a real honeymoon time of it. Then the next year he did the same thing, and the next year he did the thing over again. He thinks that by doing this he can beat out Father Time by about another hundred years. "Hop" swears if the light had not struck him he might have been dead now, or at least so nearly buried in the route he was traveling that but a few hairs of his head would be in sight.

Honestly, Reader, do you know of a small plant like this where the "Boss" gets $50.00 a week, has a fine automobile, goes to the mountains with his whole family for six weeks every summer, and then comes back and lets his "superintendent" do the same, with salary going on all the time?

Well, "Hopson" does it, and because he has done it he holds the responsible position in his printers' organization as President. He is

looked up to by the whole community as a genuine kind of successful business man.

"Hopson" is real flesh and blood, no myth at all. He has hands and feet and eyes and ears like all men. But what a brain! And because it worked when the light hit him is why he is able to do all these things, and why he can eat two or three times a week with his competitors without killing or being killed.

Mr. Reader, don't you wish the "light" would hit you?

Well, it will if you only "right about face."

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NORTHWEST COST CONGRESS

St. Paul, Minn., May 14-15-16.

One of the important May conventions is that of the Northwest Cost Congress at St. Paul, Minn., May 14-15-16. Excellent, pointed, penetrating advertising has been sent out from St. Paul of a character that ought to bring a large attendance of enthusiastic printers, as seekers after truth and the better way.

The following are a couple of samples of contents of the kind of leaflet reminders that are being used:

"Remember the Northwest Printers' Cost Congress to be held in Saint Paul, May 14, 15 and 16, 1914.

"The greatest authorities in the Printing Trade will be there to tell you how to make your business yield more profit. The Printing Business is on the threshold of a great and enduring prosperity. Attend the Cost Congress at St. Paul and learn all about this great awakening. 500 Printers and Publishers will be there. You can't afford to miss it. Remember the place and date.

What is My Credit?

Can I prove to my Banker:—

That my prices are right.

That my (overheard) heat, light, power, rent, taxes, insurance, lost time, etc., are properly distributed over my sales.

That my depreciation is properly taken care of.

BE PRESENT and let us help you

Show Your Banker

NORTHWEST PRINTERS' COST CONGRESS

Saint Paul, Minnesota - May 14, 15 and 16, 1914.

Tentative Program:

Thursday Morning, May 14.—Registration, Old State Capitol. 10:00—Congress called to order. Invocation. Address of Welcome—Governor Eberhardt Response. Election of convention officers. Address—Gilbert Byron, Minneapolis. Adjourn for luncheon.

Thursday Afternoon.—2:00-2:30—(Composing Room Subject)—W. J. Hartman, Chicago; 2:30-2:45—Discussion. 2:45-3:15—(Press Room Subject)—C. D. Traphagen, Lincoln; 3:15-3:30—Discussion. 3:30-4:00—Stopping the Bindery Leaks—(Local St. Paul man). 4:00-4:15—Discussion. 4:15-5:00—The National Organization and Its Relation to the Northwest—E. E. Laxman, Asst. Sec., U. T. & F. C. A. Adjourn until Friday morning.

Friday Morning, May 15.—Sectional Meetings—Primary: Teacher, E. M. Spencer, Minneapolis. Advanced: Teachers, W. J. Hartman, Chicago; C. D. Traphagen, Lincoln. Newspaper: Teachers, E. K. Whiting, Owatonna; Herman Roe, Northfield; J. C. Morrison, Morris.

Friday Afternoon.—2:00-2:30—The Appraised Valuation, Fred M. Lloyd, Sr., Chicago. 2:30-2:45—Discussion. 2:45-3:15—Salesmanship—Albert W. Finley, Boston. 3:45-4:00 — Discussion. 4:00-5:00 — Discussion of Printed Samples and Estimates—S. V. Holmes, St. Paul. Adjourn until Saturday morning.

Saturday Morning, May 16—9:30-10:30—Continuation of Sectional Meetings. 10:30-11:15—Price List Selling Methods—G. H. Saults, Winnipeg, as the Customer; O. H. Pollard, Winnipeg, as the Printer. 11:15-11:45—The Printers' Kingdom—Allen D. Albert, Minneapolis.

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PLAYING THE GAME ACCORDING TO THE RULES

Mr. E. St. Elmo Lewis, Advertising Manager of the Burroughs Adding Machine Company, was the principal speaker at the first "Get-Together Dinner" given to the Superintendents, foremen and heads of departments by the Typothetæ-Franklin Association held at the Tuller Hotel, Detroit, recently.

Mr. Lewis talked on "Playing the Game According to the Rules," as applied to the art of printing, and made a decided impression on his audience. Mr. Lewis was a printer and publisher previous to his taking up the Advertising profession and was able to drive home to his audience many new facts about the printing business.

An interesting story was related by Mr. Lewis about his own printing experience:

"Once he went to New York and so forcefully impressed the importance of the Lewis printery upon a then prominent advertising buyer that he received an order proportioned to the impression. It left him limp with amazement; the more so when, on figuring for a few minutes, he discovered it would take his little shop about two years to get it out. But having promised it in sixty days, there was nothing to do but to make good—which he did. And some other people who wanted printing done did not know what they wanted to say, so in order to get the job Lewis had to say it for them. These were excellent practical reasons for getting jobs just then. His knack for original expression and his ability to pick out the central idea and hammer it home soon became evident to customers. He quit printing and took up advertising. He has been at it ever since."

Mr. Lewis remarked that only a few years ago that 95 per cent of his company's printing was being done outside the city of Detroit, but that now only 5 per cent was taken outside. This shows the wonderful gain in efficiency made by the Detroit printers.

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"INDISPENSABLE."

The Patriot.

Carrollton, Ill., March 21, 1914.

Dear Father Herbert:—I enclose check for subscription to National Printer-Journalist, which is still indispensable on my work table. Please mark me up to February, 1915.

Yours truly,

CHAS. BRADSHAW.

Potency of Advertising

By Marco Marrow, Director of Advertising, Capper Publications, Topeka, Kans.

Before Kansas Shoe Retail Dealers' Association, Feb. 25-28, 1914

The other day an advertising agency handed me a nice little contract for advertising space in the several Capper Publications, amounting to a little more than $10,000—the space to be used in the year 1914 for—what do you think?

For advertisements of chewing gum—Wrigley's Spearmint Chewing Gum.

And I am told by men who know that in this year of Our Lord, when certain slow-paced folk are bewailing the hardness of times, the Spearmint men will spend $700,000 in newspapers and $300,000 in farm papers and women's papers and illustrated weeklies and magazines, besides another million dollars in other forms of advertising.

Two million dollars in one year for advertising on a-penny-a-stick article!

I can't think of a more striking example of the potency of advertising—because you must know that this appreciation of two million dollars is gathered together a penny and a nickel at a time, by advertising.

Now, if the men and women and boys and girls of Kansas can be induced by advertising to buy a certain make of chewing gum in preference to other brands, it stands to reason that they can also and likewise be induced by judicious advertising to buy certain brands of boots and shoes and tango slippers. You know that is true; you know it by experience and by observation.

Elden Keith, of Walk-Over Shoe fame, recently stated that capitalists who wanted to buy out his company were willing to allow $5,000,000 for the trade name, "Walk Over." The trade-marks of the American Tobacco Company were valued at $45,000,000 in the petition submitted to the United States District Court in connection with the dissolution of the American Tobacco Company. President Green of the National Biscuit Company values the word "Uneeda" at more than $1,000,000 a letter. These values represent the accumulative effect of advertising. You know that advertising pays—sometimes, and you know that sometimes it doesn't pay. The big problem in your mind and in the mind of every shoe dealer in Kansas—and for that matter in the mind of every retailer—is not whether or not to advertise, but How to advertise profitably; how to get the maximum returns with a minumum expenditure; how to increase the Efficiency of your advertising.

I am quite conceited enough to stand up and profess to be able to point out the one way by which the Kansas shoe man can get 100 per cent efficiency for every dollar he spends in advertising. If I could tell you that of a surety, I'd be running a chain of shoe stores of my own. All I can hope to do is to make a few suggestions which may help you to get down to the fundamentals of this big problem of advertising and thus help you to find a solid, a sane and a safe basis upon which to build your advertising campaign.

The first fault of retail advertising—shoe advertising and all kinds of advertising in Kansas and everywhere is a lamentable lack of a definite aim and plan.

Ninety per cent of the retailers who are in this room advertise if they advertise at all, on the hand-to-mouth plan. The amount of money you spent last week for advertising depended very largely:

First. Upon the vigor and persistency of advertising solicitors.

Second. Upon the state of your digestion.

Third. Upon the cash in the till at the close of the day's business.

None of which conditions should have any bearing whatsoever upon your advertising expenditure. Absolutely none. And so long as you let your liver, or your day's sales or the importunings of a solicitor determine your day's expenditure, just so long will you fail to get the maximum results from your advertising. Because your advertising is not an ephemeral, a transient, a day-by-day part of your business; not at all; it is an integral, fundamental, permanent, persistent—what shall I say?—a from-the-start-to-finish part of your business—as necessary and as unavoidable as insurance and rent and taxes and light and heat and clerks and wrapping paper.

The trouble is this: The average retailer—and for that matter, the average business man—despite all the talk about advertising—has not yet got a firm grasp of the fundamental idea, the purpose, the aim, the function of advertising. He is apt to look upon advertising as a stimulator, and so it is, but it is much more. It is not merely a "bracer," a cocktail, or a hypodermic needle to be used when the notion strikes you to give your business a sudden spurt; it is a daily fare, the daily bread and meat of your business, the fuel in your engine, the juice in your motor, and its purpose is not to move dead stock from your shelves; not to close out a line of odds and ends; not to bring in a crowd of bargain-hunters. That's only a side issue, a mere incident in the real work of advertising. The first aim, the chief purpose of your advertising should be to build up permanent trade; to make the people of your community look to you as the leader, the headquarters in your line; to make them think of you and of your place of business every time they see a pair of shoes; to convince them that they need not send to Kansas City or Chicago or any other "furrin" part for shoes as long as you are this side of the village cemetery; to prove to them that in quality, in price and in service you have everybody in the state skinned a mile; to make your fellow townsmen and their country cousins bitter partizans of yours, ready to blow and brag about you and fight for you, if necessary.

That's what your advertising must do for you! That's the kind of advertising that will pay dividends and it's the only kind of advertising that will pay.

The only message which I have for you is this:

You will never build the business nor make the profits which are possible for you, until you abandon the haphazard, hit-and-miss methods of advertising, get a clear idea of just what it is you want your advertising to accomplish for you, and then go at it in a systematic, persistent, business-like method.

Make an advertising appropriation and stick to it. Every pair of boots which leaves your shop must bring you its original cost, plus a percentage to cover the cost of doing business, plus another percentage of profit. Now, your cost of doing business must include rent and insurance and salesmen's wages, and light, heat and taxes, and interest on investment and advertising, and the score of incidentals that enter into the conduct of a retail shop. And these charges against every pair of shoes are fixed, are staple. You meet them without

question or quibble. If you had a bad day yesterday and your sales fell away below the normal average, you don't say that you'll have to cut down clerk hire and suspend your best salesman until trade picks up; you don't say that you'll cut down your rent and move for a day or two to a side street; you don't say that you'll save the wear and tear on the sign over your door and take it down for a day or two; you don't say that you'll save taxes and rush up to the city officials and ask them to lay off the firemen and policemen and shut down the waterworks and turn off the electric lights until business picks up. Oh, no; you wouldn't think of that; and yet that's exactly what you do with your advertising!

Your advertising—if it is advertising worthy the name—is your best salesman, and you don't hesitate to lay it off indefinitely because business was bad yesterday.

Your advertising is a bigger factor in your business than your location—and you'll move it down a back street or wipe your advertising location off the city map because you're not feeling right today.

Your advertising is the big sign over your door and you'll take it down and store it in the cellar; your advertising is your most profitable and most economical tax for insurance against loss, and yet you'll lightly "save"—God save the mark!—that expense for a few days if your dinner or business conditions don't exactly suit you.

Now, why? Why this difference? You have an answer. You say, 'Oh, my dear Mister Man, I cannot lay off my clerk without losing him; I cannot change my location without losing it; I cannot suspend my insurance without losing my protection—but Advertising, that is different! Advertising is a faithful dog I can kick into the street whenever I feel like it, and he wags his tail and comes back again when I want to wipe my feet upon him."

I say to you, No! Advertising is not different. Advertising is a great force in business and many great and many foolish claims are made for it; but it is not greater, not more powerful than any other factor of your business. It can't do the impossible. If you expect to get any good from it, you must keep it "on the job"; make it work while you sleep.

Your local newspaper must be the mainstay of your advertising campaign. By no means can you reach so large a proportion of the best trade in your community so economically. Set aside a definite sum to be spent in a year. Base your experience upon a percentage of your last year's business and spend it systematically. Don't let the question of "copy" frighten you to death; don't get the idea that "copy" is the whole thing of advertising. To be sure, there's a great difference in the effectiveness of advertisements; but if you'll forget all about fine writing, or being smart and clever; if you'll forget the big sounding, pat phrases which have been used so often that they mean nothing, and sit down and talk to the people of your community, your friends and neighbors, about your store and your stock and your service, you will write a good ad without knowing it.

Is there any good reason in the world why the Jones family and the Smith family and the Brown family should buy their shoes of you? Tell them the reason; and tell them again and keep on telling them. That's advertising—good advertising. Have you anything in stock that Mrs. Jones or Miss Smith or Hank Brown would be interested in? Tell them about it, and tell them about something else tomorrow or next week, and keep on telling them, until they know, beyond all doubt, that you have just about the "niftiest" stock of footwear ever brought together in your neck of the woods. That's advertising—good advertising. And it will pay you.

And another thing: Take advantage of every bit of advertising done by manufacturers; utilize so far as possible all the general publicity which they give to lines you carry.

Manufacturers in every line realize today as never before the necessity of general advertising in the interest of their individual brands. It is a species of protection to the manufacturer, but it is also an inestimable aid to the retailer who is awake to its possibilities. Shoe manufacturers have not done as extensive advertising as have manufacturers in some other lines. But trade-marked lines of shoes are now exploited in farm papers, magazines and daily newspapers of general circulation and the tendency is growing. It is necessary for the manufacturer to have a broad, comprehensive plan of advertising so that he can reach all the people in the territory he covers. He uses farm papers, for example, because he can reach a million people through them for much less cost per family than it would cost him to reach the same people through small local newspapers. and moreover. the high-grade farm paper is a better puller than the country weekly. I know one large shoe advertiser whose products are sold by about 20,000 dealers; of these dealers 7,000 are located in towns where 10,000 local papers are published. The papers in these towns have an average circulation of 1,000 copies each, and the average rate is 10 cents per inch. It would cost the advertiser $12,000 to publish a six-inch double column advertisement one time in these local papers. but the manufacturers can reach the same number and class of people in the same territory by using fifteen or twenty high-grade farm papers with a combination circulation of one million copies at a cost of about $4,000 and this farm-paper advertising is good advertising for you, if you let the people who see the farm paper ads know that you carry the advertised brand. Get from the manufacturer duplicates of the ads which he runs in papers of general circulation and reproduce them in your local paper over your own name. Tie up with his advertising. Hook it up to your store. Don't take the narrow view that you will not advertise some one's else goods. When you buy stock from the manufacturer and put it in your store it is no longer his goods, but yours. The wide-awake manufacturer is doing his part to create a permanent demand for those goods, to help you sell your goods, and you are taking a narrow view and overlooking a big opportunity when you do not take advantage of the advertising the manufacturer does.

One more thought and I am done. More than half the people of the United States live on farms and in the smaller towns of less than 2,500 population. Yet only one-fifth of the total retail business of the country is done in these small communities. Now this does not mean that the half of our population which lives in cities, eat and wear four times as much as the country half. Not at all. It means that our country people do a big share of their buying in the cities instead of from their local dealers. It means that one mail order house alone did a ninety million dollar business with country people last year. It means that the country towns of Kansas and the small retailers of Kansas, are not as prosperous as they would be under other conditions. And this existing condition is the result—not of inate

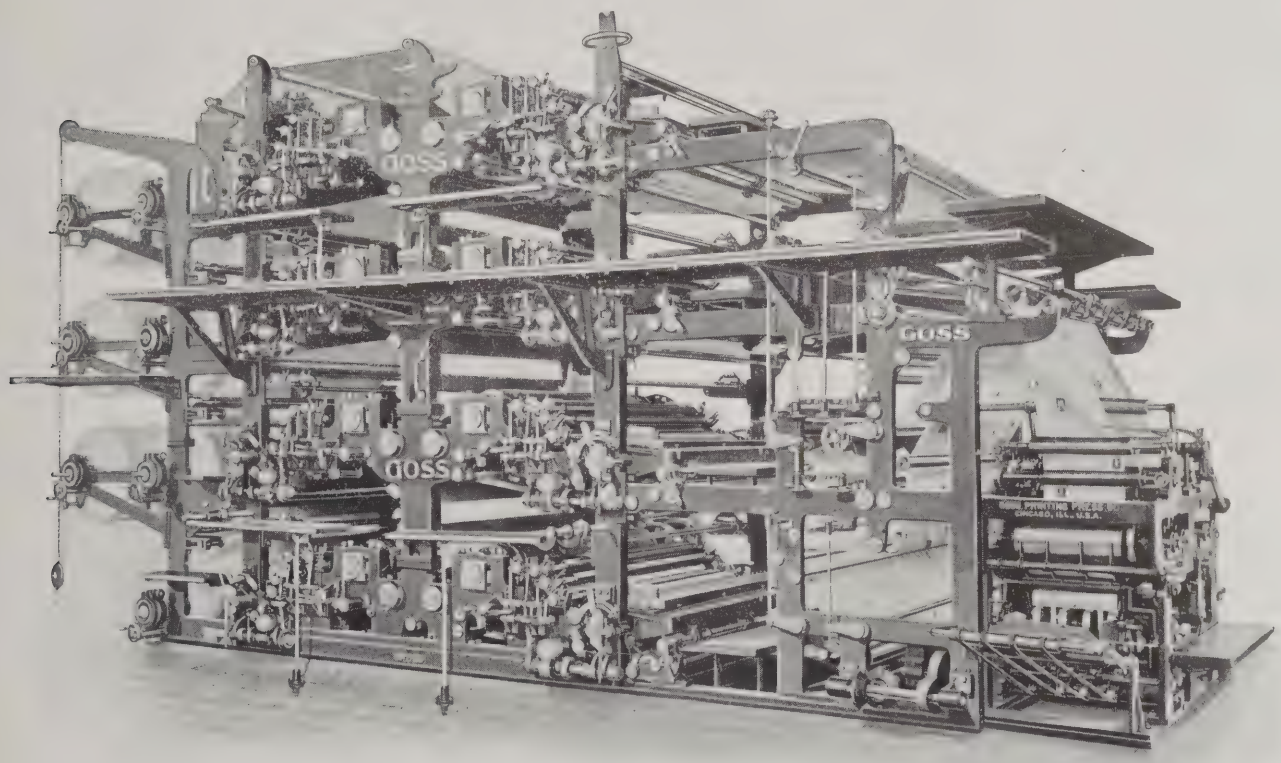
cussedness on the part of the farmer and his family. The farmer has a right to buy wherever he thinks he can get the best value for his money. It isn't the result of any unnatural, inordinate greed on the part of the people who sell goods by mail or on the part of the men who run big retail establishments in Chicago and St. Louis and Kansas City and Topeka and Wichita. No, they have a legal right and a moral right to reach out and get all the business they can get by honest, legitimate methods. The cities of the United States of 2,500 and more, do 80 per cent of the retail business of the country, because of ADVERTISING! That's the answer, gentlemen. That's the Alpha and Omega of the secret. That's the milk in the cocoanut. That's the African in the wood-pile. Advertising. Conspicuous advertising and unconscious advertising. Self-advertising and advertising of loving friends—yes, and I'm afraid advertising by enemies, too. Advertising they pay for and advertising that is showered upon them. The small town as a community is handicapped by the great volume of free advertising which the larger town naturally, inevitably and legitimately, gets. The smaller-town dealer is handicapped by that enchantment which distance lends to the view of the larger city—to say nothing of the vigorous, persistent and highly efficient advertising of the city merchants. And there is but one way to overcome that handicapped condition. Damning the mail order houses won't do it. Boycott and blacklist won't do it. You can't get a law to do it. You can do it by letting the people of your community, your natural and legitimate trade, know what you have for them—the advantages you offer them—the service you can give them. You can do it one way and in only one way and that is by systematic, persistent, sane and judicious advertising.

THE HOUSTON CHRONICLE'S NEW PRESS

Texas newspapers and printing offices stand in the first rank in the Nation in modern equipment.

Now the Houston Chronicle is justly proud, and worthy to be congratulated over the fact that it has placed an order for and is soon to have installed a 64-page, four-deck octuple press with two folders, that is built by the Goss Printing Press Company of Chicago.

Through the courtesy of Mr. Geo. A. Eddy, Sales Manager, we are enabled to present, herewith, an excellent illustration of this great printing machine. The manager, in a letter, congratulates the Houston company on being the first publishers to place an order for a printing machine of this capacity in the State of Texas. In fact, this mammoth printing press will be the largest single unit machine ever built for any newspaper between Kansas City and the Pacific Coast.



When installed, The Chronicle will therefore have a machine of greater speed and capacity than any publisher in the Southwestern States of this Country.

The Goss High Speed Straight Line Press represents the "acme" of mechanical perfection, and the various patented time and labor-saving features that will be embodied in the construction of the new machine are too numerous to mention at this time. The high-speed presses represent the result of a very careful study of press-room requirements for saving time in starting the press, good printing and a fifty per cent increase in the actual running time of anything heretofore attempted.

In speaking of the installation of this wonderful printing and folding machine, the Chronicle calls attention to the very gratifying fact that the page capacity of the Chronicle has been multiplied eighteen times in thirteen years.

When the paper was established, an eight-page press was deemed of sufficient capacity. It was sufficient for about three months. Then a 21-page press was purchased. This arrangement bridged the emergency until the Sunday edition came into existence. For the Sunday edition a 32-page Hoe press, with an additional deck for color, was necessary.

Things rocked along on this basis until the new ten-story home of the Chronicle was occupied just four years ago. At that time the press capacity was increased by a 48-page Scott Sextuple, the combined presses giving the Chronicle capacity of eighty pages. When the new 64-page Goss is installed the Chronicle will have 144 pages of press capacity, with by long odds the greatest press equipment in the entire Southwest.

Readers and patrons of the Chronicle will doubtless share the legitimate pride of the publishers in having installed in Houston, Texas, the largest printing press known to one-half of the United States.

This new press has the capacity of 72,000 per hour, four, six, eight, ten, twelve, fourteen or sixteen-page papers. Capacity—36,000 per hour, eighteen, twenty, twenty-two, twenty-four, twenty-six, twenty-eight, thirty or thirty-two page papers. Capacity—18,000 per hour, thirty-six, forty, fourty-four, forty-eight or sixty-four-page papers. Weight, 120,000 pounds; boxed, 130,000 pounds. Twenty-five feet long; 8 feet 6 inches wide; 13 feet 11 inches high. Horse power, 75.

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PUBLISHING OF CLEAN NEWSPAPER PROFITABLE

The New York Times, Times Square, New York. "All the News That's Fit to Print."

March 25, 1914.

Editor National Printer-Journalist, Chicago, Ill.

Dear Sir:—We are sending you herewith an advance copy of The New York Times new rate card effective April 1st, 1914, which we think may interest you not only because of the increase in rate, but because of its typographical appearance—differing radically from the rate cards issued by all other New York newspapers.

The New York Times was the only morning newspaper in New York which published more advertising in February, 1914, than in February, 1913.

The statements recently published by all New York daily newspapers show that The New York Times has an average net paid total sale far more than double the second, more than three and one-half time the third, more than four and one-half times the fourth high-class morning newspaper, and considerably more than the three combined, and, in the Metropolitan District more than double the three combined.

The net paid daily city sale of The New York Times exceeds the combined net paid daily city sale of at least five of the other seven New York morning newspapers.

Yours truly,
THE NEW YORK TIMES,
Thos. S. Telz, Adv. Manager.

The rate card referred to in the letter is printed in pocket sized pamphlet style of twelve pages, with illustrations of the Times building on the first page and of Times Annex on the last page. It contains the rates and regulations, and a record of growth of circulation and advertising for the past ten years. The circulation is ten times as large today as it was fifteen years ago.

TEXAS DENOMINATES THE EDITOR "PRESIDENT EMERITUS."

Long since Missouri with kindly gallantry conferred the title of "Colonel," and now with deeper significance and recognition of service, Texas adds the title of honor, "President Emeritus," and the editor of the National Printer-Journalist, thankful, if he has been useful to the members of the editorial calling, blushingly voices his acknowledgment:

"Father Herbert" came to Texas and to Waco this week and it was a pleasure and privilege to welcome him in The Tribune office Thursday. We allude, as many of our brother editors will understand, to the veteran, B. B. Herbert, editor and publisher of The Printer-Journalist, Chicago. Col. Herbert is the President Emeritus of the National Editorial Association. Nearly three decades ago he led the movement that resulted in the organization of that body of newspaper workers—its membership made up of men and women from all the states of the Union. A grand old man is Father Herbert—"seventy years young," he says, and as good company as one would care to meet. He is looking over Texas, preparatory to the annual meeting of the N. E. A. in Houston on April 23-25. While in Texas the Association will visit the chief cities of the State—Waco, of course, in the list. His observations will be written up for his splendid paper. And, of course, Waco and its advantages and resources will have prominent place in that presentation, too.

"It will be one of the greatest gatherings the N. E. A. has ever had," said Colonel Herbert, "for all of us want to see the great Lone Star State. You can count on seeing at least 1,000 of us in your beautiful city about May 1st. From what I have seen here during my all-too-brief stay, I can understand how the editors of the Nation will appreciate a day in Waco. I have heard much of your city and of the wonderful business organization, your Young Men's Business League. I am told it has over 1,200 members. That is remarkable in a city of less than 50,000 population."

It was indeed a pleasure to meet the veteran editor and founder of a great national institution. Waco will be ready for the visitors.—Editor A. R. McCullom, in the Waco Semi-Weekly Tribune, Jan. 24, 1914.

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EUROPEAN TRIP FOR PRINTERS AND PUBLISHERS PROPOSED

From May to October, 1914, two big Expositions take place in Europe; one, The International Exhibition of Graphic Arts at Leipzig; the other, The British Exposition at London. The Leipzig Fair particularly has been much talked about in printers' circles and possibly an excursion could be arranged. The following tour is contemplated:—

Leave New York middle of July.	
In Leipzig	6 days.
In Berlin	3 days.
In London	3 days.
Return to New York end of August.	

This constitutes a trip of about thirty-five days. Provided a party of two hundred printers can be brought together the cost of the entire tour, including first-class accommodations all the way through (steamer, railroad and hotel expenses, etc.) will be $275 per person.

Those interested in taking this trip are urged to write for full particulars to Frank Nossel, 38 Park Row, New York.

The Great New York Convention and Exposition

FROM April 18th to 25th, New York will be the mecca of the leading printers, newspaper and periodical publishers and prominent advertisers of the United States and Canada, the reason being a big Printing, Lithographing, Paper, Advertising, Publishing and Allied Trades Exposition at the Grand Central Palace, and during the same time the annual conventions of the American Newspaper Publishers Association and the Printers League of America, and the Associated Press.

The management of the Exposition has also extended invitations for participation in the Exposition and the holding of conventions to the United Typothetæ and Ben Franklin Club of America, National Association of Advertising Managers, Advertisers Club of America, Photo-Engravers Board of Trade, Electrotypers Board of Trade, Sphinx Club, the Quoin Club, Typothetæ of the City of New York, New York Master Printers Association, the New York Order of Pica, and others.

This will be the second annual exposition of this character, and even its first year proved a remarkable event in attracting attendance from every part of the United States and Canada, and visitors last year were even registered from France, Germany, Belgium and other foreign countries.

The Exposition this year most appropriately commemorates the Centennial of the invention of the power printing-press, as it was in 1814 that Konig perfected a steam printing machine that created a sensation in those days by printing 1,800 copies on one side in an hour of the "London Times," and this was the immediate forerunner of the wonderful power presses and automatic printing machinery of the present day, all of which will be shown in contrast with a model of the Konig invention.

In addition to the broad and comprehensive representation of all the latest machines and appliances, and also the finished products in the printing, lithographing, paper advertising, publishing and allied trades that will be shown, the exposition will be designed to be of interest to the general public, as it will be filled with automatic, almost human, machines, and such an eminent authority as P. T. Barnum always strongly maintained that one of the most interesting sights to the average American was moving machinery.

Books and pamphlets will be printed and bound complete and a daily newspaper is to be issued, all of which will show the public, as well as the trade, the great strides that have been made in these industries.

A special department of interest to the business man in any line of enterprise, large or small, will be an advertising section in which exhibits or samples of prize-winning advertisements will be shown, and also all the machines and appliances of the present day that are manufactured for the well-equipped advertising manager.

Considerable interest is expected in this department of prize advertisements and a number of large national and local advertisers are arranging to offer rewards for the best advertisements submitted that will be particularly appropriate for the advertising of their products. The classes will provide for prizes for plain or illustrated advertisements, cartoons and pictures, and also for advertisements offered in proof form by job printers.

The general business man will also find of interest a department of novelties and premiums that are now becoming an important department of advertising, and this exposition offers first opportunity for a general consideration of the best of the many offerings in this field.

Printing is one of the most important considerations in modern business, and this naturally includes lithographing, embossing, engraving, and even electrotyping, all subjects of interest to the up-to-date business man; so the plan and scope of this exposition takes it far and away from the ordinary field of a trade show, appealing only to its own limited manufacturing interests, and makes it of the greatest interest and value to the business man from the small retailer to the "captain of industry," directing plants of the greatest magnitude.

In what is designated aes a Graphic Arts Exposition, the first floor of the immense exhibition building, the Grand Central Palace, there will be housed the largest and most complete exhibit ever assembled of printing, publishing and lithographing machinery, supplies and accessories.

On the second floor will be shown displays of paper manufacturers and finished specimens of the work of leading printers, lithographers, engravers, electrotypers, bookbinders and advertising specialties.

The classifications for the awards in this exposition are grouped under headings of Photography, Engraving, Color Work, Job Printing, Book Printing, Catalogue Making, Binding, Lithographing, Maps, Steel Plate and Photogravure Work, Advertising Composition and Advertising Novelties.—A. D. V. Storey, Press Representative, Suite 736, 200 Fifth Ave., N. Y. Telephone Gramercy 724.

LIST OF EXHIBITORS—PRINTING EXPOSITION

106 to 113 (incl)—Am. Type Founders Co., 300 Communipaw Ave., Jersey City—Printing Mchy., etc.

44 and 45 (Paper Floor)—Am. Writing Paper Co., Holyoke, Mass.—Paper.

88—Ault & Wiborg Co. of New York, 57 Greene St., New York City—Inks.

100 and ½ 99—Autoplate Co. of America, 1 Madison Ave., New York City—Stereotyping Mchy.

13, 14 and 15—American High Speed Press Co., 1 Madison Ave., New York City—Printing Press.

A, B and 50—Auto Press Co., 95 Madison Ave., New York City—Autopress.

3—American Automatic Press Co., 38 Park Row, N. Y.—Hoag Auto. Press.

124—Auto Falcon & Waite Die Press Co., 346 Broadway, New York City—Semi-Auto Falcon & Waite Die Press.

80—American Printer, 25 City Hall Place, New York City—American Printer.

Privilege Space—Apeda Co., 102 W. 38th St., New York City—Photography.

Automatic Justifier Co., Hammond, Ind.—Auto Justifier.

38 and 39—Argue Electric Sign Co., New York City—Electric Signs.

51 (Paper Floor)—The Beckett Paper Co., Hamilton, Ohio—Paper.

197 and 198 (Paper Floor)—Blanchard Bros., Inc., 19th St. and 8th Ave., Brooklyn—Adv. Pencils and Penholders.

31—A. G. Burton's Son, 118 S. Clinton St., Chicago—Perforating and Paging Machine.

W ½ 52—Ben Day, Inc., 118 E. 28th St., New York City—Ban Day Machine Specimens.

106 to 113 (incl)—Boston Wire Stitcher Co., East Greenwich, R. I.—Stitching Machine.

69—E. W. Blatchford Co., 5 Beekman St., New York City—Metals.
Privilege Space—Burham Safety Razor Co., 66 Murray St., N. Y.—Miscellaneous.
95—The Cleveland Folding Machine Co., Cleveland, Ohio—Folding Mch.
86—The Challenge Machinery Co., Grand Haven, Mich—Printing Mchy.
65—Loring Coes & Co., 22 Murray St., New York City—Knives.
10—The George P. Clark Co., 21 Park Row, New York City—Trucks and Casters.
106 to 113 (incl)—Chandler and Price, Cleveland, Ohio—Printing Presses.
Privilege Space—A. B. Conkwright, Flatiron Bldg., New York City—Commercial Designs.
52 and 53 (Paper Floor)—Chapin & Gould, Springfield, Mass.—Paper.
49 (Paper Floor)—Curtis & Bro, Newark, Del.—Paper.
Privilege Space—F. H. Cordtmeyer, Woodside, L. I.—Miscellaneous.
W. B. Conkey, Hammond, Ind.—Samples.
73 and 74, 120 and 122—Dexter Folder Co., 200 Fifth Ave., New York City—Folders and Cutters.
4—Duplex Printing Press Co., Battle Creek, Mich.—Printing Machinery.
82—George Damon & Sons, 44 Beekman St., New York City—Printing Machinery and Materials.
48 (Paper Floor)—Dill & Collins Co., 140 N. 6th St., Philadelphia, Pa.—Paper.
50 (Paper Floor)—C. H. Dexter & Sons, Windsor Locks, Conn. —Paper.
16, 17 and 18—F. E. & B. A. Dewey, Springfield Mass.—Ruling Mch. and Auto Card Mch.
148 and 149 (Paper Floor)—The DeVinne Press, 395 Lafayette St., New York City—Printing.
38 and 39—Harvey Deschere, 50 Church St., New York City—Argus Min. Elec. Signs.
11—Downing Letter Co., 108 Fulton St., New York City—Samples of work.
60—Diamond Decorative Leaf Co., Stapleton, S. I.—Gold Leaf.
49 (Paper Floor)—District of Columbia Paper Mfg. Co., Washington, D. C.—Paper.
½ of 103—Reuben H. Donnelley, 227 Fulton St., New York—Directories.
57 (Paper Floor)—Esleeck Mfg. Co.—Turners Falls, Mass.—Paper.
117—Eagle Printing Ink Co., 24 Cliff St., New York City—Printing Inks.
171 (Paper Floor)—Edwards & Deutsch Litho. Co., 2320 S. Wabash Ave., Chicago—Litho. Samples.
136 and 137 (Paper Floor)—Electrotypers Board of Trade, 233 Broadway, New York City—Reception Room.
94—The Editor & Publisher, World Bldg., New York City—Publication.
12—Economy Engineering Co., Chicago, Ill., Tiering Mch. Scale and Truck.
Edgar Prting Co., 68 W. 39th St., New York City—Printed Samples.
132 to 135, incl, (Paper Floor)—Charles Francis Press, 30 F. 13th St., New York City—Printed Samples.
19 and 20—Feldenfeld Chemical Co., 101 Beekman St., New York City—Printers' Specialties.
51—Farmer-Zehr Engraving Co., 165 William St., New York City—Engraved Samples.
Privilege Space—M. Fleischmann, 112 Grand St., New York—Miscellaneous.
33 and 34—Gatchel & Manning, 537 Chestnut St., Philadelphia—Samples.
½ 84—Globe Electrotype Co., 209 W. 38th St., New York City—Electrotyping Exhibit.
147 (Paper Floor)—William Green, 627 W. 43rd St., New York City—Printed Samples.
Goldberg Display Fixtures, 130 W. 24th St., New York City—Fixtures.
101—The Graphic Arts Co., 530 Atlantic Ave., Boston, Mass.—Publication.
21—S. Gilmartin, 54 E. 129th St., New York City—Gummed Tape and Mach.
Privilege Space—F. W. Goudy, 2 E. 29th St., New York City.
53—Golding Mfg. Co., Franklin, Mass.—Printing Machinery.
Privilege Space—Graphic Arts & Crafts Year Book, Hamilton, Ohio—Publication.
(G)—The Haug Co., 106 Duane St., New York—Bookbinders' Materials.
(H)—Hoffman Type & Engraving Co., 73 4th Ave., New York—Brass Type & Eng.
½ 84—Honigmann Automatic Press Feeder Co., Duluth, Minn. Press Feeder.
62 (Paper Floor)—Hammermill Paper Co., Erie, Pa.—Paper.
81—J. M. Huber, 50 Worth St., New York City—Printing Ink.
61—The H. C. Hansen Type Foundry, Boston, Mass.—Type and Printers' Machinery.
23 and 24—H. Hinze Machinery Co., Tribune Bldg., New York City—Printing Machinery.
48—C. B. Henschel Mfg. Co., Milwaukee, Wis.—Bronzing Machine.
60—Hastings & Co., 817 Filbert St., Philadelphia, Pa.—Gold Leaf and Sundries.
201 (Paper Floor)—Philip Hano & Co., 806 Greenwich St., New York City—Advertising Specialties.
23 and 24—John Haddon & Co., London, England—Printing Machinery.
106 to 113 (incl)—Hamilton Mfg. Co., Two Rivers, Wis.—Steel Furniture.
21—Hall Paper & Specialty Co., 105 Chambers St., New York City—Paper Specialties.
105—Half Tone Press, 326 W. 41st St., New York City—Printed Samples.
Privilege Space—M. G. Hopps, 153 W. 22nd St., New York City—Miscellaneous.
36—Hall Folding Machine Co., Chicago, Ill.—Folding Machine.
75 and 76—Humana Machine Co., Newark, N. J.—Press Feeder.
72—Inland Printer, 632 Sherman St., Chicago, Ill.—Publication.
71—Indiana Chemical Co., 31 Park Row, New York City—Litho. & Printers' Supplies.
72—I. T. U. Commission School, 632 Sherman St., Chicago, Ill.—Reception Room.
46 and 47—Chas. Eneu Johnson Co., 509 S. 10th St., Philadelphia, Pa.—Printing Inks.
57, 58 and 59—Chas. S. Jones & Bro., 125 Worth St., New York City—Perforating Mch.
125 (Paper Floor)—The H. C. Jones Engraving Co., 137 E. 25th St., New York City—Engraved Samples.
Privilege Space—Alfred Jackson Studio, 315 Fifth Ave., New York City—Commercial Illustrating.
199 and 200 (Paper Floor)—Charles Drury Jacobs, Woolworth Bldg., New York City—Watermarked Papers.
144 (Paper Floor)—Japan Paper Co., 109 E. 31st St., New York City—Paper.
97—Keystone Type Foundry, Philadelphia, Pa.—Steel Furniture.
61 (Paper Floor)—Keith Paper Co., Turners Falls, Mass.—Paper.
67—Kandle-Born Co., Springfield Mass.—Sheet Ejector and Feed Detector.
207 and 209 (Paper Floor)—The Kiesling Co., 377 E. 148th St., New York City—Printed Samples.
178 (Paper Floor)—Karle Lithographic Co., Rochester, N. Y.—Lithographed Samples.
176 (Paper Floor)—Albert B. King & Co., 206 Broadway, N. Y. —(Showing Goes Litho. Co. Samples).
48—Kolbach & Co., Leipsic, Germany—Bronzing Machine.
Privilege Space—M. W. Kemp, 6th Ave. and 26th St., New York City—Miscellaneous.
½ 49—M. D. Knowlton Co., 203 Wooster St., New York City—Sealing Machines.
52 and 53 (Paper Flooo)—Henry Lindenmeyr & Sons, 32 Bleecker St., New York City—Paper.
114—The Ludlow Typograph Co., Cleveland, Ohio—Ludlow Typograph.
116—Latham Automatic Registering Co., 124 White St., New York City—Auto Registering.
115—Latham Machinery Co., 306 S. Canal St., Chicago., Ill.—Stitching Mchs.
54 and 55—Logemann Bros., 50 Church St., New York City—Baling Presses.
140 (Paper Floor)—Lead Mould Electrotype Co., 548 W. 23rd St., New York City—Electrotypes.
125—E. P. Lawson, 151 W. 26th St., New York City—Printing Mchy.
82—Lent & Graff, 139 E. 25th St., New York City—Printed Samples.
96—Mergenthaler Linotype Co., Tribune Bldg., New York City—Linotype Machines.
135—George H. Morrill Co., Norwood, Mass., Printing & Litho. Inks.
79—J. L. Morrison Co., 401 Lafayette St., New York City—Wire Stitching Mch.

121 and ½ 119—Master Printing Pub. Co., 1001 Chestnut St., Philadelphia—Publication.

150 and 151 (Paper Floor)—Norman T. A. Munder Co., Baltimore, Md.—Printed Samples.

142 and 143 (Paper Floor)—The McConnell Printing Co., 236 William St., New York City—Printed Sampless.

168 (Paper Floor)—The H. C. Miner Litho. Co., 342 W. 14th St., New York City—Litho. Samples.

175 (Paper Foor)—Michigan Lithographing Co., Grand Rapids, Mich.—Litho. Specimens.

Privilege Space—Meyers Bros., 1459 Madison Ave., New York City—Novelties.

Privilege Space—Wm. J. Madden & Co., 134 Leonard St., New York City—Candy Privilege.

Miller Saw Trimmer Co., Pittsburgh, Pa.—Feeder.

Privilege Space—George McKittrick Co., 108 Fulton St., New York City—McKittrick's Directory.

93—The Maintenance Co., 417 Canal St., New York Electrical Work.

196 (Paper Floor)—Merriam Paper Co., 265 Canal St., New York—Paper.

209 (Paper Floor)—James McKittrick Co., 149 Broadway, New York—Advertisers Directory.

½ 99—New York Machinery Co., 101 Beekman St., New York City—Printing Mchy.

25 and 26—National Binding Mch. Co., 260 West St., New York City—Sealing Mchs. and Tape.

104—N. Y. Revolving Portable Ele. Co., Jersey City, N. J.—Portable Elevators.

170 (Paper Floor)—Niagara Lithographing Co., 209 W. 38th St., New York City—Litho. Samples.

172 to 174, incl., (Paper Floor)—The National Lithographer, 150 Nassau St., New York City—Publication.

41—National Scale Co., Chicopee Falls, Mass.—Trucks and Counting Machines.

30 ½ 99—National Printing Machinery Co., Athol, Mass.—Perforating Mchs.

44—National Printer-Journalist, 4620 Ravenswood Ave., Chicago—Publication.

New York Master Printers Association, New York—Reception Room.

New York Order of Pica, New York—Reception Room

8, 9 and ½ 7 and 22—National Automatic Press Co., Lehighton, Pa.—Printing Press.

36—Frank Nossel, 38 Park Row, New York City—Printing Machinery.

Privilege Space—Fred E. Nevin, New York City—Fountain Pens.

New York Printing Supply Salesmen's Guild—Reception Room.

77—Oswego Machine Work, Oswego, N. Y.—Cutting Machines

80—Oswald Publishing Co., 25 City Hall Pl., New York City—Samples.

127 and 129—The Printing Machinery Co., Cincinnati, Ohio—Printing Machinery.

75 and 76—Mathias Plum, Newark, N. J.—Humana Feeder.

59 (Paper Floor)—Parsons Paper Co., Holyoke, Mass.—Paper.

138 and 139 (Paper Floor)—Photo. Eng. Board of Trade, 1 Madison Ave., New York—Reception Room.

½ 13 (Paper Floor)—Powers Photo Engraving Co., 154 Nassau St., New York—Engraved Samples.

37—Progress Mfg. Co., 79 Sudbury St., Boston, Mass.—Stamping Press.

105—Printing Trade News, 326 W. 41st St., New York City—Publication.

133—The Printing Art—Cambridge, Mass.—Publication.

141—Publishers Printing Co., 207 W. 25th St., New York City—Printed Samples.

130 and 131—The Price, Lee & Adkins Co., New Haven, Conn.—Adv. Novelties and Printing.

61 (Paper Floor)—W. M. Pringle & Co., 417 Lafayette St., New York City—Paper.

Printers League of America, New York—Reception Room.

177 (Paper Floor)—Print Weave Co., 124 White St., New York—Litho. Process Plates.

186 and ½ 185 (Paper Floor)—Edwin A. Parker Corp., Hudson and Bethune Sts., New York City—Litho. Mchy. and Plates.

89—James Reilly's Sons, 122 Centre St., New York City—Electrical Work.

32—H. L. Roberts & Co., 701 World Bldg., New York City—Stitching Machine.

70—Lewis Roberts, 72 Union St., Newark, N. J., Printing Inks.

45—J. A. Richards Co., Albion, Mich.—Printing Mchy. Supplies.

½ 16 (Paper Floor)—F. A. Ringler Co., 39 Barclay St., New York City—Engraving and Elec. Samples.

44—Ravenswood Press, Chicago, Ill.—Printed Samples.

Privilege Space—Republican Publishing Co., New York City—Printed Samples.

83—The Swink Printing Press Co., Delphos, Ohio—Printing Press.

49 (Paper Floor)—The Seymour Co., 241 Seventh Ave., New York.—Paper.

2 8and 29—Samson B. B. Machine Co., 6th and Chestnut Sts., Philadelphia, Pa.—Bk. Sewing Mch.

½ 119—Sinclair & Valentine, 611 W. 129th St., New York City—Priting Ink.

102—Slocum, Avram & Slocum, 87 Nassau St., New York City—Productograph.

6 and ½ 7—Singer Sewing Machine Co., 149 Broadway, New York City—Bk. Sewing Mch.

2—Schilling Press, 137 E. 25th St., New York City—Samples of Printing.

12—Standard Scale & Supply Co., 136 W. Broadway, N. Y.—Tiering Mch. and Truck.

169 (Paper Floor)—Stecher Lithographic Co., Rochester, N. Y.—Lithographed Samples.

145 (Paper Floor)—The Sterling Engraving Co., 200 William St., New York City—Engraved Samples.

43—M. Swift & Sons, Hartford, Conn.—Gold Leaf.

125—Seybold Machine Co., Dayton, Ohio—Printing Machinery.

106 to 113, incl.—Southworth Machine Co., Portland, Me.—Printing Machinery.

118, 120 and 122—Joseph Smyth, Chicago, Ill.—Printing Mchy.

Privilege Space—F. S. Scoville, 147 Somers St., Brooklyn.—Miscellaneous.

Privilege Space—Frank Strauss, 377 Broadway, New York—Fountain Pens.

90—John Thompson Pres Co., 253 Broadway, New York City—Platen Presses.

91—Samuel C. Tatum Co., Cincinnati, Ohio—Bk. Binders Mchy.

63—The Typo. Mercantile Agency, 160 Broadway, New York City—Typo Mercantile Service.

35—W. S. Timmis, 47 W. 34th St., New York City—Printers' Engineer.

124—Toronto Type Founders Co., Toronto, Can.—Type.

Typothetæ of the City of New York, N. Y.—Recption Room.

63—Type Alliance, New York City—Publications.

132—Sigmund Ullman Co., 146th St. and Park Ave., New York City—Printing Ink.

17 (Paper Floor)—Union Card & Paper Co., 45 Beekman St., New York City—Paper.

42—Universal Typemaking Mch. Co., 321 N. Sheldon St., Chicago, Ill.—Type Caster.

133—University Press, Cambridge, Mass.Printed Samples.

United Typothetæ and Ben Franklin Club of America—Reception Room.

36—Victoria Press Mfg. Co., 38 Park Row, New York—Printing Mchy.

37—The Vanbosser Mfg. Co., Detroit, Mich.—Embossing Mchy.

½ 185 (Paper Floor)—Charles Wagner, 587 Hudson St., New York—Litho. Rollers.

85 and 87—F. Wesel Mfg. Co., 10 Spruce St., New York City—Electrotypers, Photo-Engravers and Stereotypers Mchy.

54 and 55 (Paper Floor)—S. D. Warren & Co., 200 Devonshire St., Boston, Mass.—Paper.

62—Wetter Numbering Machine Co., 331 Classon Ave., Brooklyn—Numbering Mch.

60 (Paper Floor)—W. E. Wroe & Co., 1006 S. Michigan Ave., Chicago, Ill.—Paper.

27—Sterling Wallace, 67 Frankfort St., New York—Printing Ink.

205 and 206 (Paper Floor)—Walcutt Bros., 141 E. 25th St., New York City—Embossers.

56—Chauncey Wing, Greenfield, Mass.—Mailing Machines.

½ 16—Walden Publishing Co., 132 Nassau St., New York City—Publication.

½ 52—Webendorfer Co., 321 Pearl St., New York—Printing Machinery.

13, 14 and 15—Wood & Nathan, 1 Madison Ave., New York—Printing Machinery.

146 (Paper Floor)—Zeese, Wilkinson Co., 424 W. 33rd St., New York City—Printed Samples.

Privilege Space—A. N. Williams, Brooklyn, N. Y.—Miscellaneous.

93—Wheeler-McDowell Elevator Co., New York—Miscellaneous

Appreciated Commendation From Long-Time Subscribers

"DO NOT INTEND TO DISPENSE WITH IT."

The Jamestown Journal

Jamestown, N. Y., March 18, 1914.

B. B. Herbert, National Printer-Journalist, 4614 Ravenswood Ave., Chicago, Ill.

Dear Mr. Herbert:—I enclose herewith draft in payment of enclosed subscription bill with apologies for my delay in remitting. I have read your publication with interest for many years and do not intend to dispense with it for many years to come.

Your friend,
F. P. HALL.

APPRECIATED BY TEACHER OF JOURNALISM

The Ohio State University.

Columbus, Ohio, March 21, 1914.

Dear Father Herbert:—Why, bless your soul, here's a $4 check which will put me in the clear for the Printer-Journalist for some time. As teacher of journalistic principles, I couldn't do business without your little schoolmaster and the helpful counsel it gives. Here's a greeting and a wish for your many fruitful years.

Yours,
H. F. HARRINGTON.

Past-President Willard Remembers Old Friends

BOONVILLE HERALD
Boonville, N. Y.,
March 21, 1914.

MR. B. B. HERBERT,
Chicago, Ill.

My Dear M. Herbert:—Enclosed find check for Printer Journalist.

I have hoped that I might meet you at the annual meeting in Texas, but have so many pressing matters that I fear it will be impossible. I would dearly love to see the friends whom I have met in the Association.

Read the Journalist with great interest and could not keep house without it.

Assuring you of my kindest regards and hoping you will convey my kindest regards to members of the National Association, I remain, as ever,

Cordially yours,
GARRY A. WILLARD.

—:o:—

"Fine Piece of Printing" Praised in Germany

Chicago, Ill.,
March 26, 1914.

The National Printer-Journalist, Ravenswood Park,
Chicago, Ill.

Gentlemen:—The March number of the National Printer-Journalist has just been received, and we wish to congratulate you on this fine piece of printing work. In fact, the writer recently saw mention made of the National Printer-Journalist in a German publication that came to his notice.

Yours very truly,
THE GOSS PRINTING PRESS COMPANY,
Per G. C. Abbott.

—:o:—

COMMISSIONERS
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State of Missouri
State Capitol Commission Board
City of Jefferson
COLUMBIA

March 6, 1914.

Col. B. B. Herbert,

Chicago, Ill.

My dear Colonel Herbert:

It affords me pleasure to enclose my subscription to the Printer Journalist for another year. While I am not now actively associated with a newspaper I cherish only the tenderest memories of my relation to a profession which did so much for me when I was connected with it. I also shall always hold in grateful remembrance the National Editorial Association and the great honors which it did me. I do not want to sever my connections with it because I do not happen now to be in the editorial harness. I would like to attend the next meeting, but I fear engagements of an official nature will make it impossible. If I should attend I doubt whether there will be many present who were there twenty or twenty-five years ago when I served as its president.

Permit me to add one word personally to you; that is, that you have embalmed your name and memory indelibly in the hearts and affections of all intelligent journalists and have done more towards the organization and elevation of that profession in all its various departments than any other one man.

Sincerely your friend,

E W Stephens

"Do It Now."

Bolivar, Pa.,
January 19, 1914.

MR. B. B. HERBERT,
Chicago, Ill.

My Dear "Father" Herbert:—I have just taken the wrapper off the January number of the National Printer-Journalist, and it is a reminder that I have not sent a remittance for this year.

Mrs. Humphreys, who is sitting beside me, said, Do it now. Accordingly I herewith send my check for $4.00, covering 1914 and 1915.

It seems to get better with age and I would not like to do without it now. The January number is a fine one.

Yours truly,
S. I. HUMPHREYS,
Publisher
The Bolivar News.

"COULD NOT DO WITHOUT IT."

The Greenville Advocate.

Greenville, Ill., March 6, 1914.

Gentlemen:—Enclosed find our check for $2 in payment for the National Printer-Journalist for another year. I appreciate the magazine very much and could not do without it and feel just right.

I am sending a copy of the Advocate, which is published every Monday and every Thursday with a circulation of 2,300 in a county of 17,000 people with four other papers. We would be pleased to have your critic look it over.

W. C. CARSON,
Managing Editor.

APPRECIATION

University of Oregon, Department of Journalism

Mr. B. B. Herbert, National Printer-Journalist, Ravenswood Station, Chicago, Ill.

Dear Mr. Herbert:—The January number of the Printer-Journalist was taken to library instead of my office and it was not until a day or so ago that I saw the very pleasant little notice you gave of this school.

I want to thank you for it, and to tell you what a pleasure it was to meet you, and how we appreciate the excellent periodical you are publishing.

Yours fraternally,
ERIC W. ALLEN.

Journalism

PROFESSOR WILLIAMS' IDEALS

Ethics of the Profession—the World's Peace,

Past-President Williams of the National Editorial Association, is imparting as well as gaining knowledge in his world's tour. The Sydney, Australia, Herald, of February 7th, contained the following account of an address delivered by Professor Williams before the South Wales Institute of Journalism, at a luncheon tendered him:

An interesting address on the Ethics of Journalism was delivered yesterday by Professor Walter Williams, of the School of Journalism, Missouri, U. S. A.

The occasion was a luncheon at Farmer's, tendered to Professor Williams by the New South Wales Institute of Journalists. There was a large attendance of members and visitors, those present including Mr. Trefle, Minister of Lands; Mr. Henry Gullet, M. L. C.; Mr. F. Govers, Acting Director of Immigration; and Mrs. J. T. Knight, of the London Society of Women Journalists.

The President of the Institute of Journalists, Mr. T. W. Heney, presided, and after the loyal toast, submitted the health of Professor Williams, an American journalist, he said, whom they were glad to honor. Although the matter of the status of journalists had been under consideration in Australia, they were still in the old stage of journalism in which the men received no special preparation for the work. Professor Williams stood for the new order of things, in which the University trained the journalist for his work. Australian journalists would like to keep in touch with their visitor for Professor Williams was making a study of the world's journalism, and they would await with interest the appearance of his volume. (Applause.)

Mr. Livingstone Hopkins, supporting the toast, said he was proud to acknowledge Professor Williams as a fellow-countryman.

Open Portals.

Professor Williams, who was cordially received, expressed his appreciation of the great hospitality shown him in Australia. He had entered the Commonwealth by the back door in the dark, at Darwin. He would go out tomorrow by the front door of Sydney, in broad daylight.

"Why have you any back doors in Australia?" he asked. "Why are there not many more open doors, other than the majestic harbor door of Sydney? (Hear, hear.)

"I came to study. I have been long enough here to write a book, but not long enough to have any opinions. (Laughter.) I have been interested mostly in Australian journalism. A country gets the journalism it deserves; usually a little better than it deserves. A country can be judged by its journalism. If I were to judge Australia by its journals, I should say it was an immense country with large areas needing some American irrigation expert. (Hear, hear.) Also, it is a serious country. If I had read all the leaders written I would know more about Australia, and I think you would if you did the same. (Laughter.) Journalism expresses a country to the people of that country, but it also expresses the country to the people outside. So I judge the problems of Australia by reading day after day and week after week what is said in the press. It seems to me that your problems concern themselves with more men and more money. (Hear, hear.) More capital and less labor. (Laughter.) You are trying to make a great country of this continent, and you are succeeding admirably through the splendid journalism, of which I give my deliberate opinion that there is no superior in quality, in its treatment of the world's news, and in high character and serious devotion to the public service. (Applause.)

Youthful Australia.

"I have seen differences of opinion in Australia. You try to settle your land before you have quite settled yourself. You are trying to do by experiment what other nations are doing by experience. (Hear, hear.)

If Australia is to attract immigrants (can I do otherwise than talk about immigration?), it must be by making the people glad to live in Australia. The nation that makes a better nation than anywhere else, gives unto capital its just compensation, and to labor its due reward. (Applause.) Give every man a chance, and as far as lies in your power, an honest wage. Then a nation need not do more than send its journalism throughout the world to attract men to its borders. Then you will have in Australia that ideal place where each man is in his own home, living a useful, happy, and contented life in the service of the entire Commonwealth. Australian journalism thus has a larger duty than merely to Australia. (Hear, hear.)

Peace on Earth.

"One of the greatest and wisest of British statesmen said: 'We owe allegiance, not only to our own country.' We should have that fine spirit, which hates war, because it is hideous and hellish, and also loves and seeks peace, not merely for our own selfish interests, but also because peace makes for the happiness of other peoples, in whose happiness we, as nations should be concerned, even as we as individuals are most happy in seeing the happiness of our friends. And the two nations which guard the peace of the new world that is in making just now are Australia and the United States. (Hear, hear.) And it is with the Australian and American press, linked together by sympathy and understanding, by knowledge and desire for public service, that will help to keep lasting and enduring, the world's peace. (Applause.) Even as the lifted hand of the London policeman in Fleet Street or the Strand stops the mad rush of traffic and commerce of the great metropolis, so, I say, will the lifted voice of the Australian and American press be the power to keep the highways of the Pacific free from the mad rush of strife, by creating a public sentiment more powerful than kings, or princes, or Labor League Conferences. It is your duty and mine to bring about the sympathy, the understanding, by the interchange of ideas and ideals that will make for a peaceful world in which to live. There is more power in the continual work day by day of the press than in the battleship that may move in your majestic harbor, or the guns that crown your hills. (Applause.) Thus may you help to do away with the spirit of militarism and hasten the golden age, which is in the future and not in the past. (Applause.)

Ethics of a Profession.

Journalism as a profession of public service is in the last analysis an unregulated public utility, except here and there where it is hobbled and handcuffed by a libel law of the dark ages. It is the record, the mirror, the interpreter to the public day by day. Some unfortunately are without high ideals, and have relegated this calling of ours to the rank of fakir and the shameless creature of the street. They are gutter-snipers who

disgrace the very name of journalism. It is our duty to seek to win them back with mild and gentle words, and if we fail scourge them with whips and cords from the temple of the profession. (Applause.) Journalism stands for public service at home and abroad. And so we should have that knowledge of the sympathy with the world that will bring about the best results. Should then the journalist not be a trained man?

A Calling.

Some of us enter journalism through the typographical door, going through the ranks of printers. Others come in because they cannot stop out. And they stay in because they cannot get out without assistance. (Laughter.) But a journalist should not be born only, but made. (Hear, hear.) Without the natural aptitude he had better be a farmer or a draper, or——

A voice: "A politician."

Professor Williams: "No; I am speaking of honest folk. (Laughter.) And a journalist should be a trained man, trained in history, in government, in the use of English, in psychology, in sociology, in language, humanity, philosophy, and science. This is the training we hope to give in the schools of journalism. If that is supplemented by knowledge of technique and phraseology, the ability to write and use that marvelously fluid instrument of torture and education, the English language, we have done something to promote the interests of journalism, and the interest of the Commonwealth and the world as well. (Applause.)

"It is to be a free journalism, the journalism of tomorrow; no shareholders' dividends; no commands of the chief of staff; no nerve of the pocket will turn a man from his own conscientious idea of right or wrong "We must be free or die, who speak the tongue that Shakespeare spoke, the faith and morals hold that Milton held." (Applause.) Then skilled journalism in its final form must be sympathetic, human, and always at the public service. Above all, the entire Commonwealth must have the ear and heart and brain of the public journal at its command. (Applause.)

The chairman proposed the health of Mr. McMillan, one of the founders of the institute here, who is about to make a trip to Great Britain. In the course of his reply Mr. McMillan emphasized the need for a School of Journalism in connection with the Sydney University. Theirs was a noble profession. They were the preachers and teachers of the world, and should be thoroughly educated for their work.

✕ ✕ ✕

LOREN A. SHERMAN DECEASED

For many years Mr. Loren A. Sherman was the Michigan Executive-Committee member of the National Editorial Association. He was ever an interested, active member, regular in attendance and took part in the proceedings and in the many excursions.

He died at his home in Port Huron on February 28th, in the seventieth year of his life.

The Detroit Tribune, of March 1st, gave the following resume of the leading facts in his very useful life:

Began in Detroit.

Mr. Sherman began his newspaper career in Detroit under the tutelage of Gen. Carl Schurz, in 1866. Senator Chandler with a few other political associates got out of harmony with the then daily republican paper of Detroit, and so they started the Detroit Post, later absorbed by the Tribune, and engaged Carl Schurz, who, as an anti-slavery leader, a platform orator and major-general in the Union armies had already become a national character, to be editor-in-chief. Young Sherman began work on the paper as traveling correspondent and solicitor and then in turn was news, state, night and managing editor.

In 1870 he accepted an offer to take charge of the Port Huron Weekly Times, under a contract whereby he had an opportunity to acquire its full ownership. A year later he made it a tri-weekly, which was succeeded a year later by a daily. The enterprise prospered. In a few years he purchased all of the outstanding stock of the original Port Huron Times Company, which he reorganized, and thereafter was sole owner of the paper until he sold a controlling interest in the common stock.

In the intermediate years he organized several corporations for carrying on job printing, bookbinding and merchandise departments, owning most of their capital stock himself. In a brochure on personal and family memoirs which he wrote in 1911, he said:

"In 1910 there was a consolidation with the Daily Herald, under the name of The Times-Herald, with a daily edition only. I retained my interest and am now the owner of all the preferred capital stock of The Times-Herald Company, with a contract to write for the editorial columns of the paper until 1917, at my option. I am also the owner of the Sherman building, now occupied throughout by the Riverside Printing Company, of which I am president and owner of a part of its common stock, and most of its preferred stock. I give some attention to the financial affairs of the Riverside Company, and have no intention of retiring entirely from business as long as I have life and fair health."

Mr. Sherman, during all his years in Port Huron, was a leader in all movements for bettering conditions in the city. As early as 1871 he was advocating a city waterworks system. Later he started the movement for street pavements and a general system of sewers. Still later he became the chief advocate of a canal from Lake Huron to cleanse Black River, but ten years elapsed before the canal was completed. In 1880 he was instrumental in establishing a telephone exchange in Port Huron, the fifth in Michigan, and for many years was the local manager of the business. The same year he established the summer resort called Idlewild, on the banks of St. Clair River, nine miles south of Port Huron. This was the first resort on the river or lake shore north of the Star Island house on the Flats. From 1874 until 1892 he was manager of the City Opera House, the only place of amusement in Port Huron during that period. In 1891 he built the White building, then and still the largest business block in Port Huron, James H. White being his partner and its chief owner, but taking no part in its construction or management until several years later, when Mr. White, by purchase, became sole owner. A few years later he organized a company and built a public auditorium seating over 2,000 persons, on land deeded by himself to the city for a nominal sum.

Helped Build Lines.

Mr. Sherman was also a pioneer in advocating the construction of the steam railroad from Port Huron north into Huron and Sanilac Counties, now a part of the Pere Marquette system, and of the electric road along the St. Clair River, which is now a D. U. R. line.

For eight years Mr. Sherman was chairman of the republican city committee of Purt Huron and secretary of the committee and managed successfully the local

campaigns of that party. He was twice a member of the board of education, and for nearly eleven years was postmaster of Port Huron, receiving his first appointment from President McKinley. Two years ago he renounced the republican party and ran for Congress on the National Progressive Party, and although beaten at the election he received more votes than the Democrat nominee.

He had been an extensive traveler, having visited every state and section of his own country, the southern countries of North America, the West Indies, Panama, South America, Europe, Northern Africa, India, China, Japan, the Philippines and other East India Islands, making studies of all the countries and reporting his observations in newspaper correspondence.

Enlisted at 17.

Mr. Sherman's paternal ancestors came to the United States from England in the early part of the seventeenth century, and settled in New England. The genealogical records of the Sherman family tell that his father and Gen. William Tecumseh Sherman and Senator John Sherman were fourth cousins, and the late Vice-president Sherman and his father ninth cousins. His wife of forty-nine years survives him, as do two children, Fred W. and Mrs. Ross Le Hunt Mahon.

Mr. Sherman was born in Geneseo County, N. Y., and lived in Michigan since 1851. He was educated at Hillsdale and Olivet College, and his war service was with the First Michigan Infantry. He enlisted at the age of 17 and saw service in the peninsula campaign of '62 under McClellan, being discharged at the close of the campaign on account of disability received in the service.

THE DETROIT TIMES PRAISED

The Stage Joins the Press in the Battle for Purity and Truth.

In times past, speaking of uplift work, reference was made to the pulpit; of late pulpit and press have come to be conjoined and, now, after what had seemed to be a decadance, the stage is joining, more than ever before, in the work of human welfare.

The Times, of Detroit, Mich., has heretofore been commended by business men, by the bench and pulpit, for the position it has taken as to honesty and purity in advertising, and for its battles for public decency and clean morals.

On Wednesday, March 25th, at a matinee performance in Detroit, the great actor, Richard Bennett, acting in a great moral drama—aimed at modern immorality and vice, quackery, fraud and impurity—in response to the flattering call or encore at the close of the second act of the play, advanced to the front of the stage and, among other things, paid deserved tribute of praise, in the following words, to the Detroit Times:

"It is a privilege and pleasure for me to commend The Detroit Times in this public way for its splendid stand, which means, I assure you, sacrifice and financial loss, in declining to print the lying, disgraceful advertisements of these quack robbers with their alleged 'cures' for syphilis, tuberculosis and other scourges. I say that the citizens of Detroit should be proud to have The Times published in this city because of the fight it wages in behalf of public decency and clean health," declared Mr. Bennett, to the applause of the audience. "I hope The Times will go forward to a long career of influence and prosperity, and will live to see its competitors, whose publishers and owners have no conscience and no decency when they accept quack medical advertising, buried so deep they will never rise again."

It may be permitted for us, right here, to say how glad we are, that the publisher of the Times, Mr. Schermerhorn, wrote some two years ago that the National Printer-Journalist had been his inspiration from apprentice to publisher, for this paper, in the face of some criticism and ridicule commenced advertising over twenty-five years ago the very principles that Publisher Schermerhorn has put in practice in the publishing of his great daily, and that, within the last few years, have been adopted by the Advertising Clubs of America in convention assembled, as well as by all worthy newspapers, metropolitan as well as suburban. Mr. Schermerhorn has been among the aggressive and able leaders in the reform.

But to refer back to the great actor and dramatist, Mr. Bennett, in a subsequent interview, he declared:—

"I happen to know that The Times was one of the first newspapers, if not the pioneer in this country, to eliminate quack medical and liquor advertising from its columns, and I say, 'more power to it.'

"I believe that any newspaper which takes this stand—and God be praised where such a step has once been taken there has been no backsliding for good in the community. I cannot express too strongly the contempt I feel for the rotten, criminal methods of these quack doctors, the lying, devil-ridden robbers, getting rich on the gullibility of the unfortunate. I tell you, unless you had informed yourself as I have by personal study, statistics and reliable data furnished me by the decent men in the medical profession, lawyers, and other men in public walks of life, you could not believe the fearful ramifications of this trade in quack medicine. I cannot take any other view than that the publishers of the advertisements of these thieving quacks are not less culpable than the quacks themselves."

Asked why he had given up the easy, smiling road which had been his in the theatrical profession for several years—for this earnest young crusader has always been a popular favorite—for his present difficult path, Mr. Bennett said:

"I felt that in my profession lay the fulfillment of my highest dreams and ambitions, and I determined to set myself to realize something more than economic independence in my profession. I believe that in presenting 'Damaged Goods,' I have become a small factor in directing the great educational force of the stage for the betterment of the human race. I believe that my efforts in the dissemination of helpful knowledge on matters of sex hygiene, a subject which for generations has been tabooed, I am performing a real service to my children and my children's children, and so on to succeeding generations. Brieux in 'Damaged Goods' dares to tell the truth, and I intend to drive home the force of that truth by every means that the stage affords. I know I am making bitter enemies, but, I know also, that I am making friends, securing converts to the religion of right living, good morals, clean bodies, and I am determined to go on in this course. I will never return to what my enemies know as 'nice place acting'."

WORLD'S PRESS CONGRESS

Panama-Pacific International Exposition—1915

The Work of Promotion, by Past-President Walter Williams of the National Editorial Association

917 Ashland Block, Chicago, Ill.,
March 19, 1914.

Mr. B. B. Herbert, President, National Printer-Journalist, Chicago, Ill.

Dear Sir:—The "World's Press Congress" to be held in connection with the Panama-Pacific International Exposition in 1915, probably in May, is already an assured success.

During the past few months by correspondence and personal interviews, press organizations of a national and state character have, in convention and through their various officers, shown a live interest in this movement, and it had been thought that a meeting of the committees representing the various national associations would have been called before this time; but the meeting has been delayed to permit of a report being made by Dr. Walter Williams, Dean of the School of Journalism of the University of Missouri, who is on a trip around the world, which he undertook starting through the European countries early last year, and which is nearly completed.

As a personal representative, appointed by President Chas. C. Moore of the Panama-Pacific International Exposition, Dr. Williams has been meeting with the leading journalists and extending to them a cordial invitation to participate in this great "World's Press Congress."

You may be interested in reading extracts from a letter of Dr. Williams, written from India under date of December 12th, addressed to Mr. Chas. C. Moore, President of the Panama-Pacific International Exposition. Dr. Williams says:

"Of course I will be glad to serve the Exposition as you suggest, as I am interested, as should be every patriotic American, in its success. I have extended invitations to press organizations and individual journalists in the European countries where I have traveled and will do so in Austria, India, China and Japan, which I will visit before returning to America.

My acquaintanceship with the journalists abroad, formed when I traveled for the Louisiana Purchase Exposition as Foreign Press Commissioner, and the fact that I am making a study of the world's journalism, gives me exceptional opportunities for the service."

I am sure that all journalists will agree with the acknowledgment that President Moore has made in reply to the above, in which he says:

"Let me say that the Exposition is much indebted to you for the splendid service you have given in extending invitations to press organizations and individual journalists in Europe and elsewhere in your tour around the world. I am sure that your experience at the Louisiana Purchase Exposition, combined with your world-acquaintance in the journalistic field, will make your co-operation of peculiar value to the Exposition."

In the meantime we will be pleased to have you give this matter careful thought and to have you make any suggestions that may occur to you as to the plan, scope and program that should be carried out in making this great "World's Press Congress" a memorable and historical success. Two hundred and sixteen Congresses and Conventions have already been scheduled for San Francisco in 1915, with the certainty that this number will be materially increased during the coming year.

Trusting that we may have your co-operation in making the "World's Press Congress" the culminating event in this great series of world gatherings and awaiting such suggestions as you may offer, I am,

Very sincerely yours,
C. F. HATFIELD,
Field Secretary.

* * *

NEW SCHOOL OF JOURNALISM AT THE WESTERN RESERVE UNIVERSITY OF CLEVELAND, OHIO

Harry Franklin Harrington, of Ohio State University, Appointed Dean

Announcement is made this week by President Thwing of Western Reserve University of the appointment of a Dean for the School of Journalism which will be opened in the University in September.

The Trustees have appointed Harry Franklin Harrington, of the Department of English of Ohio State University. Mr. Harrington did his undergraduate work in Ohio State University, graduating in 1905, and was special University Scholar in English in Columbia University, from which he received the degree of Master of Arts, in 1909. He has had reportorial, editorial, and other journalistic experience, and has been a college teacher in Ohio Wesleyan University and in Ohio State University. He began the teaching of Journalism in Ohio Wesleyan University. From an advanced English class of nineteen members in Ohio State University, he organized courses in Journalism, now numbering 115 students. He is the author of "Essentials in Journalism," a text-book now used in the School of Journalism in Columbia University. His newspaper experience has been on town and city newspapers, and on University and other magazines. He was Editor of the London, Ohio, Times, and was on the staff of the Ohio State Journal. He is a member of the Buckeye Press Association, Ohio College Press Association, Columbus Club, Ohio Club, and other organizations.

The School of Journalism will be opened in September, 1914. The purpose of the School will be to give professional education to those proposing to become journalists. The school will be a graduate school and the courses will cover one year, at the conclusion of which a degree will be given.

Mr. Dan R. Hanna of Cleveland has offered $10,000 a year toward the support of the department. This annual fund will supplement the tuition of $125 a student.

The School will be housed in a special suite of rooms which will be fitted up for the purpose on the first floor of Adelbert Hall. These rooms will include editorial offices, a reading-room where all newspapers of importance will be on file, a local room fitted out with typewriters, telephones and other equipment, and with

an experienced newspaper man in charge as the "city editor." He will send out students in news collecting to "cover" actual stories throughout the city and will be as exacting as the man on the "desk" in the office of the city daily paper. Stories, when submitted, will be criticized and lectures will be given on the practical work of collecting and writing news. Emphasis will be placed upon thoroughness and actual practice. The School will receive the co-operation of the Cleveland newspapers. The mechanics of the newspaper will be demonstrated by taking students to newspaper plants where they will study the operation of Linotypes, presses, electrotypes, prints and other mechanical details and where they will study circulation and other newspaper problems.

In addition to the reportorial course, courses will be given on the history of the development of the editorial, with a discussion of great newspapers and master-journalists in England and America. A course will be given on the history of the American newspaper, and other courses on advertising, the history and making of the cartoon, newspaper jurisprudence, the country newspaper, the problems of the mechanical make-up, equipment, paper, cost systems, composition, "patent insides," circulation, and editorial control. An effort will be made to train men for service on both city and country journals. Much emphasis will be placed upon training newspaper men for filling a large place in towns where they may wield power and influence.

The Dean will have the assistance of an instructor who will handle the introductory courses in news collecting and writing, and of special men for special courses. Cleveland newspaper men and others from a distance will lecture before the students of the school.

In accepting the appointment as Dean of the new department, Professor Harrington declared Cleveland to be unexcelled as a working field for the training which the new department may be expected to give.

* * *

THE SIXTH VOLUME OF GRAPHIC ARTS AND CRAFTS YEAR BOOK A VALUABLE GUIDE

For the buyer of printing and engraving, no less than to the employer or workman in any of the divisions of Graphic Arts, Volume VI of the Graphic Arts and Crafts Year Book, just issued, will be welcome as an aid to knowing who's who in printerdom.

The current volume excels even the preceding issues of this compendium of printorial achievement, both in mere bulk and notable completeness. Containing over a thousand pages, it presents characteristic exhibits of every sort of good engraving work, representing some fifty-five American and three Canadian concerns, all distinguished in various special branches of the process plate maker's art.

Twenty-four different paper-makers are represented by nearly two-score specimens of work done on their principal lines; while the effect of the inks produced by twenty-two of the foremost American ink-makers is shown on many kinds of paper, printed from a wide variety of plates.

As a buyer's guide alone the book is worth the five dollars it costs. For the master-craftsman and the learner alike it should prove a helpful and informing addition to a working library. The publishers are The Republican Publishing Company of Hamilton, Ohio.

INTERESTING EXPERIENCE IN PATENT RIGHT INFRINGEMENT

Miller Saw Trimmer Company Vindicated and Endorsed but not Compensated

Law is intended to protect citizens in their rights and to secure compensation for losses, but as publishers have learned who have been compelled to fight vexatious libel suits, the law is often powerless to make good for their costs and vexations of litigation.

Back in 1901, Harry Garrison Miller, president of the Miller Saw Trimmer Co., jointly with Joseph L. Gard, took out his first patent on a machine for cutting and trimming type slugs and the like. Mr. Miller, who had been a printer himself, already had a thorough knowledge of printing-shop requirements, and he added to his knowledge by a system of continuous observation and inquiry. As soon as he learned of a new want he proceeded to fill it. Thus, from time to time, he added to his machine, so as to increase its accuracy and extend its sphere of usefulness. In this way was produced a highly refined machine, having a wide scope of use. As the various additions and changes were made they were patented, the present machine being protested by six United States and a number of foreign patents.

In placing the machine on the market the Miller Saw-Trimmer Co. trod no easy road. As in the case of other machines of an entirely new type, a long and very expensive campaign of education had to be carried on before the trade realized the value of the saw-trimmer as an economizer and labor-saver in the printing-shop. After a time came success, and Mr. Miller and his company had in sight an adequate return for the foregoing years of incessant labor and continuous investment.

Just about this time, the Hexagon Tool Company placed on the market a machine which infringed some of the patented features of the Saw-Trimmer. In view of the construction of this machine, and the low price at which it was sold, it was not to be expected that the Hexagon Co. would continue in business very long; consequently, the Miller Co. did not bring suit. The Hexagon Co., emboldened, put out a new machine in which additional features of the Saw-Trimmer were appropriated, and then another machine which went still further, until the latest machine, superficially at any rate, was practically a Chinese copy of the Saw-Trimmer. The Miller Co. then filed its Chicago suits. It also issued a general notification to the trade, and individually warned every intending Hexagon purchaser whom it could reach that it would hold all users of the Hexagon machine liable for the infringement of its patents. The Hexagon Co. met this situation by promising its customers that it would save them harmless in case of suit being brought by the Miller Co. A number of printers bought machines on this understanding, pinning their faith upon the responsibility of the Hexagon Co. When the Miller Co. brought its New York suits, the Hexagon Co. let them go by default, and subsequently went into bankruptcy, leaving those who had purchased from them to shift for themselves as best they could. The excuse for this was that the Hexagon Co. had no funds; but it is to be noted that, only a few months before, an offer had been made by a representative of the Hexagon Co., to buy out the Miller Co. for a very considerable sum of money.

The Miller Co. has been damaged very heavily and is unable to collect any material reimbursement from the Hexagon Co. Therefore it has turned to those who purchased from the Hexagon Co. The Miller Co. now says to the man having a Hexagon machine: "If you had not purchased the Hexagon machine, thereby infringing our patents, in all probability you would have bought ours. We will call it square, therefore, on the damage question, if you will now purchase a standard Miller equipment." This seems reasonable enough. The Miller Co. will not permit the continuance of the infringements of their patents, and so they ask the party who enters into settlement with them to scrap the Hexagon machine as to those parts which are infringements of the Miller patents. The scrapping operation would, in all cases, leave a saw fit for rough work.

This whole matter came before the Printing Trades Matter Committee of the National Typothetæ, which, after first making a careful investigation, invited both the Miller Co. and the Hexagon Co. to send a representative. The Hexagon Co. did not respond. As a result of the deliberations of the Committee, the following report was adopted and authorized for publication:

At a meeting of the Printing Trades Matter Committee held in New York on the 17th of February, the matter of the Miller Saw-Trimmer Company and the Hexagon Tool Company was gone into very thoroughly, considerable correspondence having been received from various parts of our organization.

At our request, Mr. Miller appeared before the Committee.

After giving the matter very careful consideration, the Committee was united in agreeing that the Miller Company was not only well within its rights, but giving every evidence of intending to be fair with those who had purchased the infringing machines.

Their proposition which was acceptable to the Committee is that any owner of the Hexagon Machine, first—may remove the infringing parts, and pay a damage claim of $150., continue to use it as a saw, or any other way that does not infringe the Miller Patents. Second—if they will remove the infringing parts, and will purchase any type of machine from the Miller Company from their cheapest machine costing $300.00 and up, within a reasonable time, the Miller Company will waive their claim of $150.00 damage.

We have been unable to secure any satisfaction from the Hexagon people. We invited them to meet our Committee, and they did not even have the courtesy to acknowledge our correspondence. As near as we could find out, the total sales of the Hexagon saw trimmers did not exceed 150 machines

We are inclined to feel that if our members want to blame anyone for their present position that they should not hold anything against the Miller people, who have suffered serious loss in their business, and a great deal of added expense in defending their patents, and who have been moderate in their claims.

This report is respectfully submitted,

E. LAWRENCE FELL,

Chairman Printing Trades Matter Committee.

(March 11, 1914.)

In the above finding we fully agree, and we think that those of our readers who believe that patents, copyrights and trade-marks should be respected, will concur likewise.

THE STANDARD PRESS AT THE BROOKLYN FOOD SHOW

Newspapers are always enterprising and on the outlook to issue the latest news, particularly in connection with large expositions and industrial shows. At the Pure Food Exposition, at Brooklyn, New York, held the first two weeks of March, the Brooklyn Eagle occupied one of the most prominent booths and issued the "Food Show News," a complete four-page special paper every day, which was printed on the Standard High-Speed Automatic Job Press. The press was installed especially for the occasion, and operated by the Brooklyn Eagle during the entire Exposition.

In the job department of the Brooklyn Eagle four Standard High-speed Automatic Job Presses are the

THE BROOKLYN EAGLE

Food Show News

IN CONNECTION WITH THE BROOKLYN FOOD SHOW AND INDUSTRIAL EXPOSITION, AT THE 13th REGIMENT ARMORY, MARCH 2 to MARCH 14, 1914

VOL. II. BROOKLYN-NEW YORK, TUESDAY, MARCH 3, 1914. No. 2

"NEWS" EXTENDS GREETINGS TO OLD FRIENDS

INCIDENTALLY OFFERS SERVICES TO NEWCOMERS.

We here take opportunity to extend our thanks and offer our co-operation to the exhibitors and demonstrators who were with us last year. We aim to make the Food Show News this year an even better and more wide-awake and active publication than during the first year of its life, and we urge and request your active co-operation in assisting us to attain this end.

It is needless to say that our columns are open for newsy and witty contributions from the pens of any demonstrators or exhibitors who desire to avail themselves of the opportunity offered. Don't be bashful or backward in presenting your efforts to our attention, and even if you have not the time or inclination to write something yourself, come over to see us at our "publication office" on the premises, and we will develop any idea which your ready brains may devolve

To those who are new this year and do not know that remarkable little pocket-edition of journalistic effort called the "Food Show News" we must introduce ourselves more fully

The Food Show News is conducted by The Brooklyn Daily Eagle at this Exposition, to acquaint the visitors and exhibitors with the novel and interesting features of the show and treat in a light and interesting manner of the various incidents and timely events which occur during the two weeks at the Armory. We stand ready to publish anything pertaining to the show and its exhibitors that is submitted to us, verbally or in writing, provided, of course, that it is of interest to the visitors and does not tend to offend. No charge is made, so there should be no hesitancy on the score of excessive rates

Our "publicat on" office, complete with press and linotype machine, is located close to the center of the Armory, and can be readily located. We have expert operators for both machines and they can just annihilate work, so do not hesitate to pay us a visit, if it be only to introduce yourself and watch the press and linotype machine in operation, a sight worth coming miles to see.

LEO W. WINCKELMANN President.

1914 EXPOSITION ECLIPSES THAT OF LAST YEAR

MANY NEW EXHIBITORS, SUPERIOR ARRANGEMENT AND MORE DECORATION.

The visitors here tonight who attended the Food Show last year cannot but be impressed by the improved appearance of the exhibit this year. Although the same amount of floor space was available last year, it was

(Continued on Page)

main part of the job-press equipment, and the Eagle thought no other press would be able to produce the large edition of the "Food Show News" every day as easily and quickly as could be done on the Standard.

The Exposition Press was purchased by Martin B. Brown Printing & Binding Company, New York City, who will move into their new building on April 1, 1914. Their first Standard has been running for over three years, and they are so well pleased with the results from this Press that they are adding to their Standard equipment.

The Brooklyn Food Show was a very great success and showed the great progress made toward Standardizing food products, and the Standardizing job printing and placing it on a more profitable basis.

The Press was exhibited by the American High-speed Press Company; the Wood & Nathan Company, No. 1 Madison Avenue, New York, is the Sole Selling Agent.

NEW MANAGER OF THE NEW YORK BRANCH OF THE KEYSTONE TYPE FOUNDRY

William J. Mingle, Jr., the new manager of the New York branch of the Keystone Type Foundry, is probably as well equipped to perform successfully the duties of that position as any one connected with the Printer's Supply business in the United States. He has had years of experience in successfully selling machinery, type and the miscellaneous material that printers use; is one of the few real printing plant efficiency experts and has probably done more in modernizing, methodizing and systematizing the work and equipment of newspaper and job offices in recent years than any other one man.

Among those benefited by his services are the New York Press, the Hill Publishing Company of New York City, the Brooklyn Times, the J. W. Clement Company of Buffalo, N. Y., the Hartford Evening Post, the Haverhill Evening Gazette, the Ithaca Journal, the Lowell Courier Citizen, the Lynn Evening Item, the New Haven Register, the Troy Record and numerous other newspaper and job plants as far south as Mobile, Alabama, and as far west as Dallas, Texas.

Though young in years, Mr. Mingle is old in experience and in addition to his thorough knowledge of printers' requirements, and his excellent ability as a salesman, has a personality which makes for him a warm friend of every acquaintance. He is widely known among printers and publishers throughout the entire country and is especially well acquainted among the members of the fraternity in the territory covered by the New York Branch, who are to be congratulated for having available, at all times, a man of his knowledge and experience.

Mr. Vitty Retires.

On March 21st, Mr. W. A. Vitty will retire as manager of the New York Branch of the Keystone Type Foundry. Mr. Vitty began his career thirty-two years ago, under the tutelage of his uncle, Andrew Little, of the firm of Farmer Little & Company, and has been "at it" continuously from that day. If there are any members of the fraternity in this section, who do not know "Vitty"—it isn't his fault. He is of the old school and probably one of the best posted men in type founders' affairs in the country. He opened the New York Branch of the Keystone in 1903 and is entitled to full credit for the splendid growth of that branch. Mr. Vitty plans to enjoy a well earned and much needed rest. Whether or not he will, later on, again assume the cares of business, he has not yet determined. We are sure his multitude of friends will miss him and have nothing but best wishes for him.

* * *

REMOVAL NOTICE

Barnhart Brothers & Spindler announce the removal of their New York store, on February 1st, 1914, to 29 Great Jones Street, New York City. Phone 4182 Spring. Great Jones Street is a continuation of Third Street and extends east from Broadway to the Bowery. It can be reached on the subway from either the Astor Place or Bleeker Street stations, being about midway between the two. The quarters were formerly occupied by the Bruce Type Foundry.

TABLE OF CONTENTS—APRIL, 1914

	Page
Edward Albright	264
Aggressive Loyalty to One's City	284
Appreciated Commendation from Long-time Subscribers.	306
Biographies of Living, Successful Newspaper Makers, Publishers and Printers	255
Carlton Murray Brosius	262
Ben Franklin Club of Cleveland.	283
Biography of Joe Mitchell Chapple	292
Business Management	296
Hon. O. B. Colquitt	259
District Editorial Association...	291
R. C. Dyer	293
Description will make the Book more of a Prize, when I Receive It	295
Detroit Times Praised	309
Editors to Preach	269
Editorials by Readers	270
Editorials	290
Editors' State Political Platform.	291
European Trip for Printers and Publishers Proposed	302
Walter Ferguson	263
Fort Worth, Texas	280
The Great New York Convention and Exposition	303
Caroline A. Huling	262
Honorary Fraternity of Schools of Journalism	264
Elbert Hubbard	256
Geo. E. Hosmer	293
Important Consolidation	268
Itinerary and Entertainments in Texas	278
Ideas for Progressive Typographers and Compositors' round Table	285
Illustrations—Peter Smith Park, Forth Worth, Texas	279
View of Main St., Ft. Worth.	280
Beautiful Ft. Worth Homes; Elks' Club House	281
Ft. Worth High School	282
International Experience in Patent Right Infringement	312
Journalism	307
Kansas Newspaper Conference..	270
John C. Lochner, Auburn, Ind., Editor and Proprietor of the Weekly Bee	263
Judd Mortimer Lewis	294
List of Exhibitors—Printing Exposition	303
Missouri University Journalism Week	283
More Work Through Publicity.	265
N. E. A. Legislative Committee at Work	269
Newspaper Criticisms	271
Northwest Cost Congress	298
New School of Journalism at at the Western Reserve University of Cleveland, Ohio...	310
New Manager of the New York Branch of the Keystone Type Foundry	313
Senator Thomas Willis Perkins.	293
Playing the Game according to the Rules	298
Potency of Advertising	299
Publishing of Clean Newspaper Profitable	302
Plaint by a Printer-Proprietor..	284
Prominent Men in Printing	269
Portraits — Hon. Tom Perkins; Chas. F. Scott; R. C. Dyer; Mason Warner; Hon. Will H. Mayes; E. R. Purcell; Alva Swain; H. M. Nimmo	277
Lee J. Rountree	278
Removal Notice	313
Roy A. Stacey, Editor and Proprietor the Adair, Iowa, News	260
W. R. Smith	263
James Schermerhorn	253
Lee Shippey	294
Loren A. Sherman Deceased	308
Sixth Volume of Graphic Arts and Crafts Year Book a Valuable Guide	311
Standard Press at the Brooklyn Food Show	313
Professor Merle Thorpe	263
Type Metals and Their Properties	289
Texas Denominates the Editor "President Emeritus."	302
L. M. White, Jr.	262
Mrs. Wilson	264
Wisconsin's Course in Journalism	264
Mason Warner	295
World's Press Congress	310

INDEX TO ADVERTISEMENTS

	Page
American Type Founders Co.	247
Acme Staple Machine Co.	251
American Numbering Mch. Co.	252
American Embossing Co.	315-318
Argus Press-clipping Bureau	318
J. W. Butler Paper Co.	Inside cover
Barnes Crosby Co.	244
Barnhart Bros. & Spindler	247
Books for Printers, Publishers and Newspaper Workers	316-317
Challenge Machinery Co.	246
Duplex Printing Press Co	251
Danielene Composition Co.	319
Globe Engraving & Electrotype Co.	248
Goss Printing Press Co.	254
Hamilton Manufacturing Co. The	242
H. C. Hansen Type Foundry, The	250
Hoke Engraving Plate Co.	251
Houghton, Mifflin Co.	252
Jaenecke Printing Ink Co.	246
Kihn Bros.	252
Fred'k H. Levey Co.	251
Mergenthaler Linotype Co.	245
Miller Saw Trimmer Co.	252
J. L. Morrison Co., The	319
E. L. Megill Co.	319
Novelty News	318
Oswald Publishing Co.	319
F. E. Okie Co.	320
Queen City Printing Ink Co.	249
John Royle & Sons	318
Swink Printing Press Co.	248
Typo Mercantile Agency	318
Wood & Nathan Co.	253
Want Ads.	315
Weekly Printing Trade News...	318

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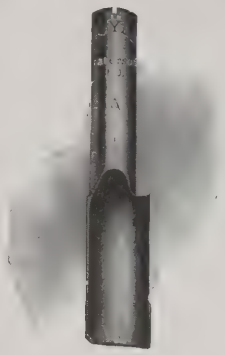

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For the Trade Composition Houses.—A page every other week of editorial matter on business subjects, and a news department.

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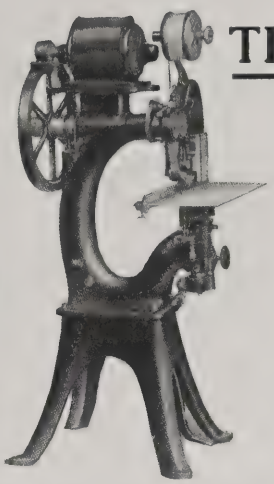
Classified Advertisements.—From three to four pages of classified ads are run each issue, and this department is used by the best houses of the country to secure executives, etc.

News departments for Engravers, Lithographers, Supply Houses, and the Order of Pica (Supply Salesmen.)

Subscription Price, $3.00 per year

WEEKLY PRINTING TRADE NEWS

New York Office: 326-328 West 41st Street
Chicago Office: Manhattan Building, 431 S. Dearborn St.



THESE THREE,—

But the Greatest of These

for the profit-seeking printer

is the Perfection Wire Stitcher

Here's Why:

Perfection in Beauty **Perfection in Strength** **Perfection in Wire Stitcher Manufacture**

The Perfection Wire Stitcher is complete in itself and requires no substitute, extra parts, or special attachments to enable it to do effective work within the full range of its capacity.

All parts are made stronger than the actual demands upon the machine require. The comfort of the operator has been studied in designing the Perfection Wire Stitcher, facilitating rapid and easy handling of the work.

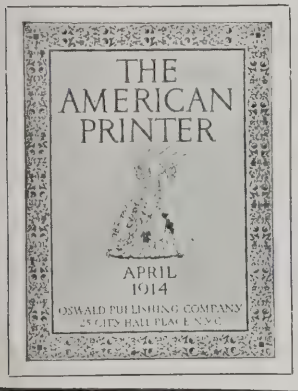
The operating clutch and wire cutting device are simple and absolutely dependable.

If these are not enough reasons for stimulating a desire on your part to become a Perfection possessor, we have more! **Write now, right now!**

The J. L. Morrison Co.

BRANCHES—New York, N. Y.; Chicago, Ill.; Toronto, Can.; Niagara Falls, N. Y.

Are You Interested in Printing, Publishing and Advertising?



Whether you are employer or employee, a practical printer or not, you will find of interest the various business and technical subjects that appear in

THE AMERICAN PRINTER, *A Magazine of Printing*

The most successful men of our day are those who keep informed of the latest thought in their fields. In the pages of **The American Printer** will be found the latest ideas in typography and other departments of publishing, printing and advertising, treated in a manner that keeps in mind the bigger and higher things in the business, yet which does not "shoot over the heads" of the average practical men in the industry. The publishers of **The American Printer** aim to make the magazine useful, and, from the many letters of appreciation received, believe they are accomplishing their purpose. Are you a subscriber to **The American Printer**? If not, we would suggest that you arrange to have that publication come to you regularly. It is an investment that will net a profit at the end of the year. Send thirty cents for a sample copy or three dollars for a year's subscription.

Oswald Publishing Company, 25 City Hall Place, New York

QUICK ON

Megill's Patent
SPRING TONGUE GAUGE PINS
$1.20 per doz with extra tongues.

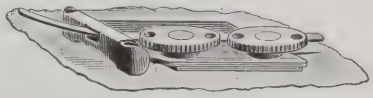
Megill's Automatic Register Gauge

automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan

Only **$4.80.**

E. L. MEGILL, Pat. & Mfr.
60 Duane Street, New York
From us or your dealer. *Free Booklets.*

VISE GRIP



Megill's Patent
DOUBLE-GRIP GAUGES
$1.25 set of 3 with extra tongues.

IF YOU WANT THE VERY BEST
PADDING COMPOSITION
THAT IT IS POSSIBLE TO PRODUCE, LET US FURNISH YOU WITH

DANIELENE

THE RECOGNIZED LEADER IN A CLASS BY ITSELF

PADDING COMPOSITION

PUT UP IN 5—10—25 AND 50 LB. TINS. 18c PER LB.
F. O. B. HARTFORD
SEND FOR OUR CIRCULAR *TODAY*
DANIELENE COMPOSITION CO.
HARTFORD, CONN.

F. E. OKIE COMPANY

High Grade Lithographic and Typographic

Printing Inks

Branch Office:
40 St. John Street
LONDON, E. C., ENGLAND

Kenton Place above Sansom Street
PHILADELPHIA, U. S. A.

F. E. OKIE, President
F. B. OKIE, Sec'y. and Treas

The Sun Never Sets on Our 40 Cent Ink. It is used all over the world. It has the best value for the price of any black ink on the market. It is a 75c ink trimmed down to meet popular demands. All its value is there and the printer gets it. Our 25c magazine black is built on the same lines, has the same fine working qualities. We have cover inks that cover. White that is white. Specify 1061 Red for the finest brilliant red ink made. Black Diamond News, cleanest news on the market.

National Printer-Journalist Directory

Of Reliable Houses in Ink, Paper, Type, Printing Machinery and Supplies, and Related Lines.

RATES: One line one year, three dollars; each additional line, two dollars; twenty-five cents a line single insertion.

Bookbinder's Leather and Cloth

GARNER THOMAS & Co., Mfr's., 181 William St., and 22 Spruce St., New York, N. Y.

Chalk Engraving Plates

HOKE ENGRAVING PLATE Co., 304 North Third St., St. Louis, Mo.

Folding Machinery

DEXTER FOLDER Co., 200 Fifth Ave., New York; 315 Dearborn St., Chicago; 185 Summer St., Boston. Factory, Pearl River, New York.

BROWN FOLDING MACHINE Co., Erie, Pa.

NATIONAL MACHINERY Co., Hartford, Conn.

Ink Manufacturers

THE QUEEN CITY PRINTING INK Co., Cincinnati; Chicago, Boston, Philadelphia.

SIGMUND ULLMAN Co., New York City, and Chicago, Ill.

THALMANN PRINTING INK Co., St. Louis, Mo. Branches—Chicago, Kansas City, Omaha, Dallas.

BUFFALO PRINTING INK Co., Buffalo, New York.

THE AULT & WIBORG Co., Cincinnati; New York, Chicago, St. Louis, Buffalo, etc.

F. E. OKIE Co., 124 Kenton Place, Philadelphia, Pa.

Brass Type

AMERICAN TYPE FOUNDERS Co. (See Type Founders.)

Linotype Supplies

PRINTERS' SUPPLY Co., 23 Duane St., New York. L. D. Dooley, Mgr.

Lino-Typewriter

BUCKNOR LINO-TYPEWRITER Co., Oakland, Cal. Typewriter and Linotype keyboard (for printers and Linotype operators). You've wanted it for years! Here it is! Cash or payments.

Paper Cutters

AMERICAN TYPE FOUNDERS Co. (See Type Founders.)

CHANDLER & PRICE Co., Cleveland, Ohio

CHALLENGE MACHINERY Co. Factory, Grand Haven, Mich. Warehouse and salesrooms, 104-106 Fifth Ave., Chicago, Ill.

OSWEGO MACHINE WORKS, Oswego, N. Y. Cutters exclusively. The Oswego—The Brown & Carver—The Ontario.

PAUL SCHNIEDEWEND & Co., Chicago, Ill. Manufacturers Reliance Paper Cutters.

PAYYER PRINTING MACHINE WORKS, 600-602-604 South Broadway, St. Louis, Mo

Printers' Rollers and Composition

BUCKIE PRINTERS' ROLLER Co., Chicago, Ill.; Detroit, Mich.; St. Paul, Minn.

SAM'L BINGHAM'S SON MFG. Co., Chicago, Pittsburgh, St. Louis, Kansas City, Atlanta, Indianapolis, Minneapolis, Milwaukee, Dallas.

WILD & STEVENS, Incorporated, No. 5 Purchase St., Boston, Mass

Rebuilt Printing—Bookbinding Machinery

RICHARD PRESTON, 167 E. Oliver St., Boston. Send for list

Wood Goods

AMERICAN TYPE FOUNDERS Co. (See Type Founders.)

Wood Type

HAMILTON MANUFACTURING Co., main office and factory, Two Rivers, Wis; eastern factory and warehouse, Rahway, N. J. Manufactures of wood type cases, cabinets, galleys, etc.

Wire Stitchers

AMERICAN TYPE FOUNDERS Co. (See Type Founders.)

Printing Presses

AMERICAN TYPE FOUNDERS Co. (See Type Founders.)

THE CHANDLER & PRICE Co., Cleveland, Ohio. Mfrs. of the celebrated C. & P. Gordon Press.

BABCOCK PRINTING PRESS AND MANUFACTURING Co., THE, New London, Conn. Barnhart Bros. & Spindler, general western agents, 183-187 Monroe St., Chicago.

DUPLEX PRINTING PRESS Co., Battle Creek, Mich. Flat-bed perfecting presses.

MIEHLE PRINTING PRESS AND MANUFACTURING Co., main office and factory, 14th and Robey Sts., Chicago.

GOSS PRINTING PRESS Co., Sixteenth and Ashland Ave., Chicago, Manufacturers of newspaper perfecting presses and special rotary printing machinery.

C. B. COTTRELL & SONS, 41 Park Row, New York. 279 Dearborn St., Chicago, Ill.

CHALLENGE MACHINERY Co., Grand Haven, Mich. Mfr's Stonemetx Two-Revolution Presses.

WALTER SCOTT & Co., Plainfield, N. J.

KEYSTONE TYPE FOUNDRY, Philadelphia, New York, Chicago, Detroit, Atlanta, San Francisco. Selling Agents for Cottrell Two-Revolution and Drum Cylinder Presses

Job Printing Presses

AMERICAN TYPE FOUNDERS Co. (See Type Founders.)

Printing Machinery

AMERICAN TYPE FOUNDERS Co. (See Type Founders.)

C. FRANK BOUGHTON, Successor to Van Allen & Boughton, 17-23 Rose Street, New York. Rebuilt Printing Presses of standard makes. I own what I offer for sale and guarantee efficiency. Illustrations and details will be furnished on application.

F. WESEL MANUFACTURING Co., 70-80 Cranberry St., Brooklyn, New York.

H. B. ROUSE & Co., 61-63 Ward St., Chicago, Ill. Printers' materials, job sticks, etc.

KEYSTONE TYPE FOUNDRY, Philadelphia, New York, Chicago, Detroit, Atlanta, San Francisco. Printing Machinery and supplies.

PAYYER PRINTING MACHINE WORKS, 600-602-604 S. Broadway St., St. Louis, Mo.

THE ACME STAPLE MACHINE Co., 112 North Ninth St., Camden, N. J.

WANNER MACHINERY Co., A. F. Wanner, Prop. New and Rebuilt Machinery carried in stock. Newspaper Presses in all styles. 703 S. Dearborn St.

MASON & MOORE, 30 E. 4th St., New York. Write for list Rebuilt Presses, Cutters, etc.

Motors for Printing Machinery

JENNY ELECTRIC MFG. Co., Indianapolis, Ind. Motor Specialties for printers and engravers

Paper Joggers and Counters

R. A. HART, Battle Creek, Mich., job presses, counters, $3.00; joggers, $15 and up.

Printers' Supplies

AMERICAN TYPE FOUNDERS Co. (See Type Founders.)

Rebuilt Printing Presses

AMERICAN TYPE FOUNDERS Co. (See Type Founders.)

Roughing Machines

AMERICAN TYPE FOUNDERS Co. (See Type Founders.)

Printing Machinery Rebuilt

AMERICAN TYPE FOUNDERS Co. (See Type Founders.)

Paper Supplies

J. W. BUTLER PAPER Co., Chicago, Ill.

HENRY LINDENMEYR & SON, 32-34-36 Bleecker St., New York, N. Y.

Numbering Machines

AMERICAN TYPE FOUNDERS Co. (See Type Founders.)

WM. A. FORCE & COMPANY, INC. New York and Chicago. Numbering Machines of every description.

WETTER TYPOGRAPHIC NUMBERING CHINE Co. Machines to print and number at one time. 331-341 Classon Ave., Brooklyn, N. Y. Sold by all dealers.

AMERICAN NUMBERING MACHINE Co., 291-295 Essex St., Brooklyn, New York.

Photo-Engravers

BARNES-CROSBY Co., 215 Madison St., Chicago, Ill.

ESSEX ENGRAVING Co., 234-236 Congress St., Boston, Mass.

GLOBE ENGRAVING & ELECTRO. Co., 701 S. Dearborn St., Chicago, Ill.

SANDERS ENGRAVING Co. 721 Olive St., St. Louis, Mo.

GATCHEL & MANNING, 27-41 S. Sixth St., Philadelphia, Pa.

MANZ ENGRAVING COMPANY, E. Ravenswood Park and Irving Park Boul. Sales Office, 75 Monroe St., Chicago, Ill.

JUERGENS BROS. Co., 167 Adams St., Chicago, Ill.

ELECTRO LIGHT ENGRAVNG Co., Scott & Browne Building, 411-415 Pearl St. New York City.

Punching Machines

AMERICAN TYPE FOUNDERS Co. (See Type Founders.)

Style Cards

E. S. HANSON, 925 Linden Ave., Wilmette, Ill. Cover all ordinary rules of style Ten cents each; 3 for 25 cents

Typesetting Machines

MERGENTHALER LINOTYPE Co., Tribune Bldg., New York, N. Y.

WOOD & NATHAN Co., 1 Madison Ave., New York, N. Y.

LANSTON MONOTYPE Co., 1231 Callowhill St., Philadelphia, Pa

Type Founders

AMERICAN TYPE FOUNDERS Co., original designs, greatest output, most complete selection. Send to nearest house for latest type specimens. Houses—Boston 270 Congress St.; New York, 2 Duane St.; Philadelphia, 17 S. Sixth St.; Baltimore, 215 Guilford Ave.; Richmond, 1320 E. Franklin St.; Buffalo, 45 N. Division St.; Pittsburgh, 323 Third Ave.; Cleveland, 15 St. Clair Ave., N. E.; Cincinnati, 646 Main St.; St. Louis, 23 S. Ninth St.; Chicago, 210 W. Monroe St.; Detroit, 43 W. Congress St.; Kansas City, 602 Delaware St.; Minneapolis, 419 Fourth St., So.; Denver, 1621 Blake St.; Dallas, 2024 Commerce St.; Los Angeles, 121 N. Broadway; San Francisco, 820 Mission St.; Portland, 92 Front St.; Spokane, 340 Sprague Ave.; Vancouver, 1086 Homer Ave.

BARNHART BROS. & SPINDLER, Chicago, Ill

KEYSTONE TYPE FOUNDRY, Philadelphia New York, Chicago, Detroit, Atlanta San Francisco

Facts About the Fort Worth Star-Telegram

FORT WORTH, TEXAS

THE STAR-TELEGRAM is an afternoon paper in Fort Worth and a morning paper in the vast trade territory to the west and northwest, reaching that section early the next morning after publication with first complete market reports and general news, twelve to fourteen hours ahead of any other metropolitan newspaper.

THE STAR-TELEGRAM has grown in circulation from 15,057 on January 1, 1909, to over 30,000 SWORN on January 1, 1914—100 per cent gain in five years.

THE STAR-TELEGRAM is the only daily newspaper in Fort Worth that permitted examination of its circulation by Association of American Advertisers in 1912. The Star-Telegram publishes regularly sworn statements—always in detail showing the net paid as well as gross circulation.

THE STAR-TELEGRAM has published GOVERNMENT STATEMENTS, as required by Act of Congress, promptly and regularly since the law was passed and has not awaited a decision of the Supreme Court before publishing these statements, which were printed in display type on the first page of the paper. These statements have been mailed to all advertisers and agencies. Additional copies will be sent upon request at any time.

THE STAR-TELEGRAM has no FORCED CIRCULATION, using neither contests or other circulation schemes to build up and hold its circulation. Its substantial gains have been made strictly upon the merits of the paper and its subscribers pay for the paper because they want it in preference to any other, thus making it a great deal more valuable to the advertiser as a result-getter.

THE STAR-TELEGRAM now carries more advertising in each class than any other Fort Worth newspaper. This includes Local Display, Foreign Display, Classified and Legal. The total excess for the past five years has averaged from 35 to 40 per cent.

THE STAR-TELEGRAM adheres strictly to its rate card without exception and maintains but one rate to all advertisers for amount of space used. In other words, this paper believes in the "square deal" and in the verification of this statement offers inspection of all advertising contracts, books and records to any interested advertiser.

Your business is asked upon the basis of the arguments set forth above.

When making up your next list, include us, because

In Fort Worth, It's the STAR-TELEGRAM 30,000 Daily.

Why You Should Advertise in Fort Worth

Because it is the railroad, grain and livestock center of the great Southwest.

Because it is the natural gateway to one of the richest sections in the South and West, and its transportation facilities make Fort Worth the logical point for distribution into this vast territory.

Because Fort Worth and its tributary territory is developing more rapidly than any other section of the country.

Because in Fort Worth and its tributary territory are a class of people who are prosperous and will buy advertised goods of merit.

Because there are a thousand other reasons just as good.

Why You Should Advertise in the Fort Worth Star-Telegram

Because you know what you are receiving for your money EXACTLY—not perhaps.

Because its circulation is sworn to in detail and its statements are subject to verification.

Because its circulation is substantial—no part being obtained by premiums, contests or other schemes.

Because it reaches the best class of people in its territory who are able to pay for a good paper on its merits and who consequently are able to buy advertised articles.

Because

"In Fort Worth, It's the STAR-TELEGRAM 30,000 Daily."

40% CITY, 60% COUNTRY CIRCULATION

The Star-Telegram has the largest city circulation by carrier in the State of Texas, over 12,000 daily go into the homes of Fort Worth.

NATIONAL PRINTER JOURNALIST

MAY 1914

PRINTING INKS

OF THE

HIGHEST QUALITY

Our **Chicago Stock** of Printing and Lithographing Inks is complete, and enlarged facilities enable us to guarantee to the trade the best service in this line.

INK

VARNISHES

DRY COLORS

H. D. Roosen Company

Main Office and Works:
78 to 84 Twentieth Street
BROOKLYN, N. Y.

Chicago Branch:
619 So. Clark Street
CHICAGO, ILL.

STYLE COVERS

WHEN you need a purposeful Cover Paper look at our line. You'll find a bountiful assortment of sane, serviceable papers, including a complete range of qualities, finishes and prices. Glance at our list and you will agree with us, there's no stronger line to be found anywhere.

BUTLER BRANDS PAPER THE BEST

Butler Brands of Cover Paper

Sunburst
Antiquarian
Cloth of Gold
Advertisers
Buckeye
Leatheret
Cloth Lined
Book Binders' Cover
Enameled – One Side
Enameled – Two Sides
Satin-Coat
Union Embossing
XXX White Embossing
West Indian
Liberty
Occidental
Phillipine
Plain S. & S. C.
Transparent Parchment

If you write us, we'll put you in possession of samples and full information.

BUTLER BRANDS PAPER THE BEST

DISTRIBUTORS OF "BUTLER BRANDS"

Standard Paper Co., Milwaukee, Wis.
Missouri-Interstate Paper Co., Kansas City, Mo.
Mississippi Valley Paper Co., St. Louis, Mo.
Southwestern Paper Co., Dallas, Texas
Southwestern Paper Co., Houston, Texas
Pacific Coast Paper Co., San Francisco, Calif.
Sierra Paper Co., Los Angeles, Calif.
Central Michigan Paper Co., Grand Rapids, Mich.
Mutual Paper Co., Seattle, Wash.
Commercial Paper Co., New York City
American Type Founders Co., Spokane, Wash.
American Type Founders Co., Vancouver, B. C.
National Paper & Type Co., Export Only; N. Y. City
National Paper & Type Co., Havana, Cuba
National Paper & Type Co., City of Mexico, Mexico
National Paper & Type Co., Monterey, Mexico
National Paper & Type Co., Guadalajara, Mexico

J. W. BUTLER PAPER CO.

CHICAGO

ESTABLISHED IN 1844

Here Are a Few Barnes-Crosby Ideas Applied To Its Own Business

DURING the past year Barnes-Crosby Company has done more advertising than all the other engraving interests in the country put together.

In newspapers, magazines and by direct mailing of booklets and folders, it has succeeded in doing for itself just what it can do for you and for any man with something to sell.

The pictures which border this page show a part of the folders, portfolios and booklets which have been issued by Barnes-Crosby Company during the past year—to spread the message of good engraving and good illustrating to every advertiser in the country.

We have a small quantity of each of the booklets we have shown which will be sent to you upon the receipt of your request, written on your own letterhead.

Day and Night Service

Barnes-Crosby Company

E. W. HOUSER, President

Artists : Engravers : Catalog and Color Plate Makers

226 W. Madison St., Chicago 11th and Locust Sts., St. Louis

Branch Offices in Principal Cities

GENUINE LINOTYPES

Free from Patent Litigation

Prices and terms of payment within the reach of any printer.

GUARANTEED LINOTYPES
$1200 and upwards

New Linotypes—$1750 and upwards

Generous allowances made for old Linotypes and other composing machines in part payment for purchase of Linotypes.

Write our nearest agency for full particulars or have our representative call.

The Linotype Way is the Reliable Way

MERGENTHALER LINOTYPE COMPANY

Tribune Building, New York

CHICAGO
1100 S. Wabash Ave.

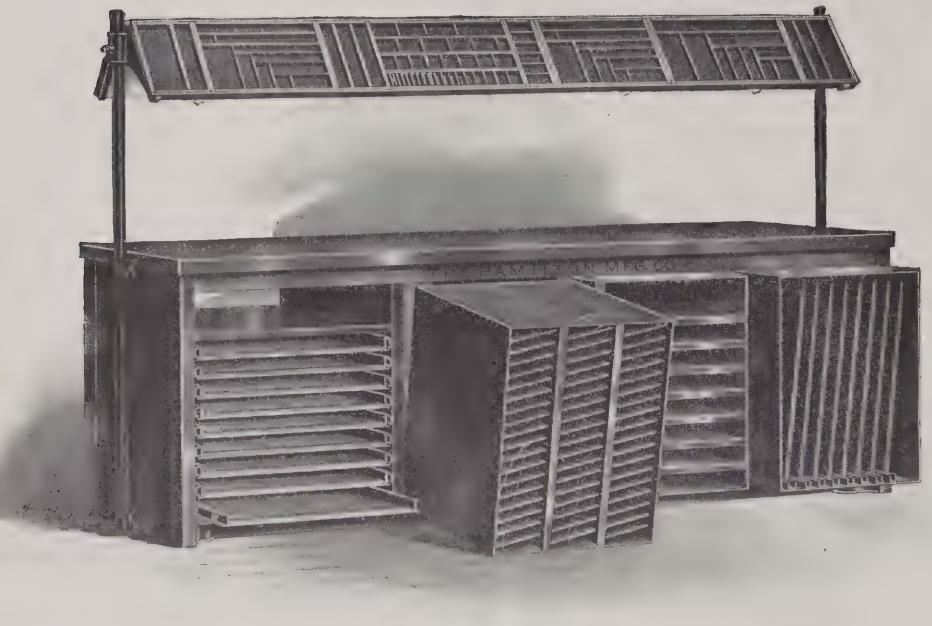
SAN FRANCISCO
638-646 Sacramento St.

NEW ORLEANS
549 Baronne St.

TORONTO: Canadian Linotype, Limited, 35 Lombard St.

The Hamilton System
OF STEEL CONSTRUCTION
IS A UNIT SYSTEM

The Hamilton System of Unit construction represents the greatest advance in composing-room equipment for a generation. It is of the utmost importance to every printer considering the problem of plant betterment, with consequent cost reduction.



Showing the Holding Frame and Units in Process of Assembling

Units to accommodate every requirement of the job or newspaper composing-room are built in quantities. Each unit is an individual piece of furniture. The holding frames are also carried in stock in various lengths. The units and frames can be quickly assembled and the largest orders can be filled on short notice.

Printers equipped with furniture built on the Unit System can change the arrangement of the component parts at small expense as the necessities require.

Note the letter here reproduced showing the experience of the Milwaukee Sentinel. A moment's consideration should convince any thinking printer of the importance of the Unit System as it can be applied to his own office.

It is safe to assume that only steel furniture in unit construction will be sold to printers within the very near future.

RECENT INSTALLATIONS

Daily News, Minneapolis, Minn.— Complete composing-room equipment in all-steel construction. Sold through Barnhart Brothers & Spindler, St. Paul, Minn.

Daily News, Omaha, Neb.— Complete composing-room equipment in all-steel construction. Sold through Barnhart Brothers & Spindler, Omaha, Neb.

State Printing Office, Topeka, Kan.— Complete outfit of composing-room furniture in all-steel construction. Designed and laid out by the Efficiency Department and sold through the Kansas City branch of the American Type Founders Company.

The Price, Lee & Adkins Printing Co., New Haven, Conn.— Galley Storage Outfit. Cabinets of wood construction; galleys one-piece pressed-steel construction. Sold through the American Type Founders Company, New York.

THE MILWAUKEE SENTINEL.

MILWAUKEE, March 21, 1914.

Hamilton Mfg. Co., Two Rivers, Wis.:

GENTLEMEN,— Kindly accept my thanks for the prompt manner in which you responded with regard to the changes which we have in mind in the equipment which you are making for us.

Before we placed our order with you, your Mr. Suddard told us a great deal about the advantages of the Unit System. I must admit that I was somewhat skeptical as to whether it would work out as nicely as he represented, but all doubt has now been eliminated.

You will recall that our order was based entirely on a seven-column paper. Since that time we have decided that we might as well prepare ourselves for the future in the event of our ever going to eight columns.

To our great surprise, we found that the change could be made without any serious trouble, although the furniture was practically finished when we made our request.

This certainly demonstrates the success of the Unit System.

I want to thank you again for the promptness with which this matter has been handled. Yours truly,

JOHN POPPENDIECK, JR., *Business Manager.*

New catalogs now ready and sent for the asking

THE HAMILTON MANUFACTURING CO.

Main Offices and Factories, TWO RIVERS, WIS. **Eastern Office and Warehouse, RAHWAY, N. J.**

HAMILTON GOODS ARE CARRIED IN STOCK AND SOLD BY ALL PROMINENT TYPEFOUNDERS AND DEALERS EVERYWHERE

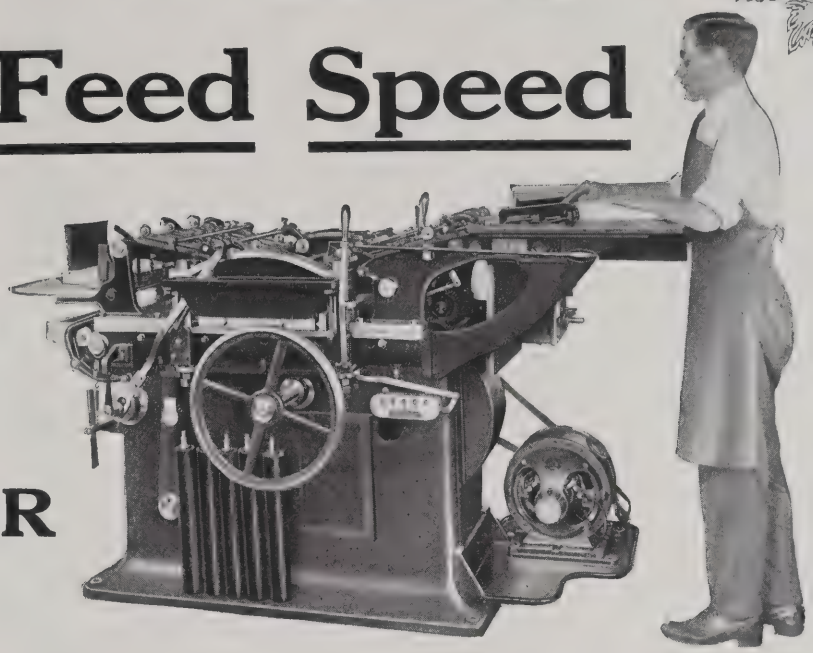
A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer

SILENT SPEED

Hand-Feed Speed

With

"THE BABY" CYLINDER



Introduce your short run jobs to "The Baby" Cylinder

Bid good-bye to profit uncertainties. Great, too, for the occasional long run now and then encountered by the short run printer.

At the spacious feedboard stands your man; to the right of him is his paper supply and in front, the paper pile being fed. His arms rest elbow length upon the board, and he employs an untiring, one-inch wrist motion. Automatically, the press registers the sheet, prints it, delivers it, jogs it; if he fails to feed a sheet, the press trips itself and shuts off the ink supply for that impression.

Compare this method with the fatiguing platen procedure where he lifts and carries each sheet, once from a board to the guides, once from the guides to a second board.

Our simple speed feature goes hand in hand with the simple construction of "The Baby" Cylinder. Rigid impression, better ink distribution, driven form rollers, enable its output to toe the mark with the best of big cylinder production. A few hours instruction, a few days experience, and the average platen or cylinder feeder will be expert in its operation. He and "The Baby" Cylinder then form a combine ever ready to wade through a day's work in minimum time—to your maximum profit.

Two sizes manufactured: 11" x 17" and 10" x 15" size of sheet.

Descriptive booklet and prices in return for your post-card. Mail it to-day.

THE AUTOPRESS COMPANY

95 Madison Avenue, New York City

CHICAGO, 431 South Dearborn Street
ST. LOUIS, 313 Fullerton Building
BOSTON, 176 Federal Street
PHILADELPHIA, 1011 Chestnut Street
SAN FRANCISCO, Phelan Building

Always on Live Copy
Is Continuous Production

THE Monotype is as nearly 100 per cent. efficient as a composing machine can be made.

It is the only composing machine that is always on live copy for it is the only machine that doesn't have to "back-track" for corrections; even the change of a letter by the slug method frequently requiring magazine, mold or other changes.

Monotype corrections are made by hand at the case, for a minimum correction cost.

Slug machine correcting and changing is a "back-tracking" system —and costs man and machine wages, plus lost time on a machine that should be on live copy.

Continuous Production sums up the work of the Monotype; for the keyboard is as simple as a typewriter and the caster is wholly automatic.

Lanston Monotype Machine Company

Philadelphia

New York
World Building

Boston
Wentworth Building

Chicago
Rand-McNally Building

Toronto, Lumsden Building

Cuba, the West Indies and Mexico, A. T. L. Nussa, Teniente Rey No. 55, Havana.

SPEED LIMIT
SPEEDLIMIT
BLACK INK
SPEEDLIMIT BLACK INK
PERMITS OF
PRINTING – TURNING –
PRINTING AND BINDING
ALL THE SAME DAY
EQUALLY GOOD
FOR HALF TONE WORK
WHEN SPEED IS NOT REQUIRED.
THE
QUEEN CITY PRINTING INK Co
CINCINNATI
BOSTON
PHILADELPHIA
ROCHESTER
DETROIT
CHICAGO
ST. PAUL
MINNEAPOLIS
KANSAS CITY
DALLAS

BARNHART QUALITY

Of Long Establisht Superiority, Is Found in

All Barnhart Productions

Of Which the Following Is a Partial List:

Superior Copper-Mixed Type

All-Brass Galleys, Full Line
All-Brass News Sticks
All-Steel Equipment for Printing Offices
All-Steel Tableting Presses
Auxiliary Grippers for Jobbers
Borders, Cuts and Ornaments
Brass and Copper Thin Spaces
Brass Rules and Corners
Brass Rule Specialties
Brass Type-Line Gauges
Brayer Rollers
Case Brackets, Folding
Cast-Iron Furniture—The Kind with the Hump
Chase Locks, Superior
Composing and Make-up Rules
Electric-Welded Steel Chases
Electrotyped Cuts, Ornaments, Headings and Date Lines
Form Trucks
Gauge Pin Drawers
Job Press Brakes
Leads and Slugs, Steel, Metal or Brass
Lettering Pallets, Bookbinders'
Linotype and Monotype Metal Furnaces
Metal, Iron and Steel Furniture
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INTERTYPE

Model B

A Simplified Multiple Magazine Composing Machine

THE magazines are interchangeable. Either can be removed by one man in twenty seconds, from the rear—just as the Model A magazine is removed.

THE change from one magazine to the other is made in a second. There are no fragile or complicated parts to get out of order.

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The operator can adjust it in an instant—from the front of the machine.

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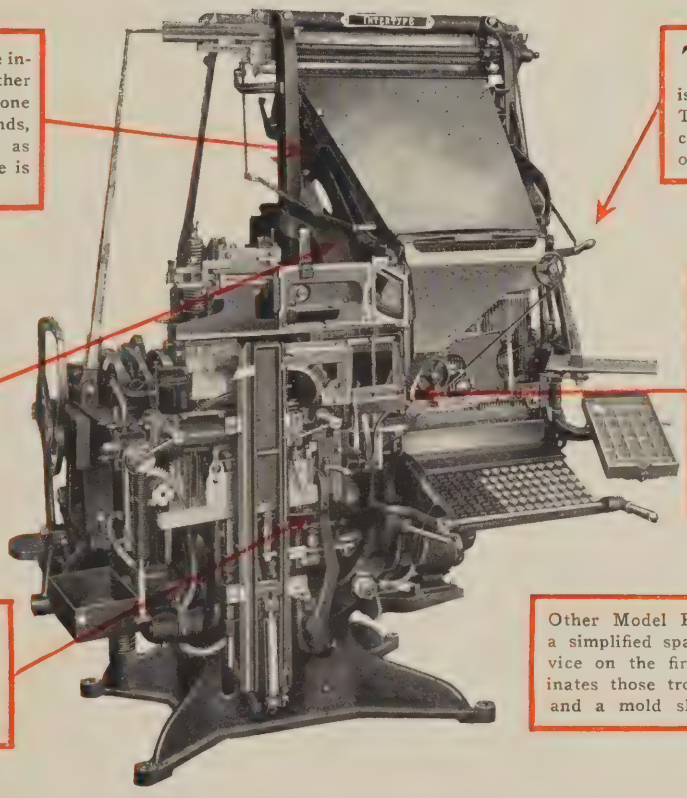

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With solid blades for all measures—Can be set instantly from the operator's chair.

Other Model B improvements include a simplified spaceband box, a new device on the first elevator which eliminates those troublesome spring pawls, and a mold slide safety lock.

THIS machine is equal to our single magazine Model A in speed and in every other particular—Equipment includes two fonts of two-letter matrices and two universal molds—Price, $2750 f. o. b. Brooklyn, N. Y.

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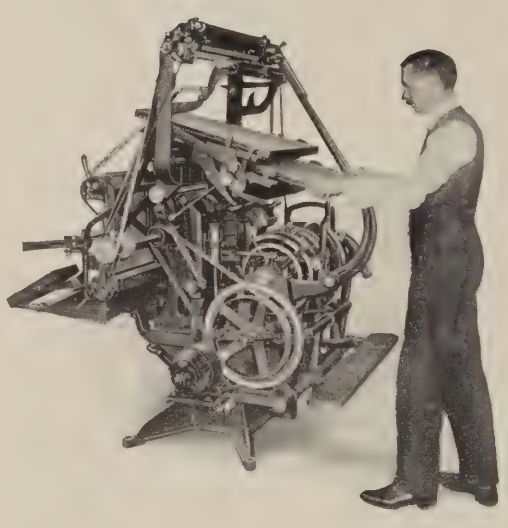

Removing the lower magazine—Either magazine can be removed and replaced in twenty seconds

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Our Model A Single Magazine Intertype has been successful because of its pronounced superiority to any other composing machine on the market.

It has successfully met the competition of seven different models of single and multiple magazine line casting machines.

It has given the Intertype a reputation for superior quality which all the unfair attacks of our competitor cannot injure.

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PROSPEROUS PRINTERS STUN HUMOROUS PRESS
The sunshine of changed and bettered conditions is responsible for the printer's curtailment of publicity at the hands of the humorists. Funmongers have recently turned to aviation where there is greater discomfort to work upon. This does not mean that printers should sit back in upholstered chairs and gaze long and dreamily through rose-stained glasses at those $1234567890 spectres called air castles

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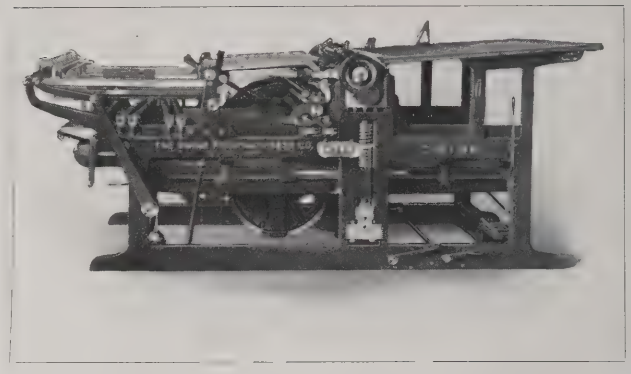
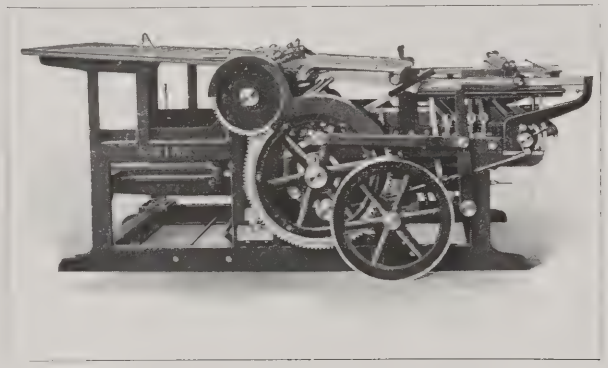
EVERY time you print a 25x38 sheet on a large press you lose money. You lose in the power consumed and in the floor space occupied. You lose in depreciation and you sacrifice a portion of the interest on your investment. You lose in the time required to make ready and to wash up. You lose in the slower movement of the press.





No matter how you figure it—you lose. How can you hope to increase your profits when you waste the very things that make profits—time and production.

The SWINK press is made to print a 25 x 38 sheet.

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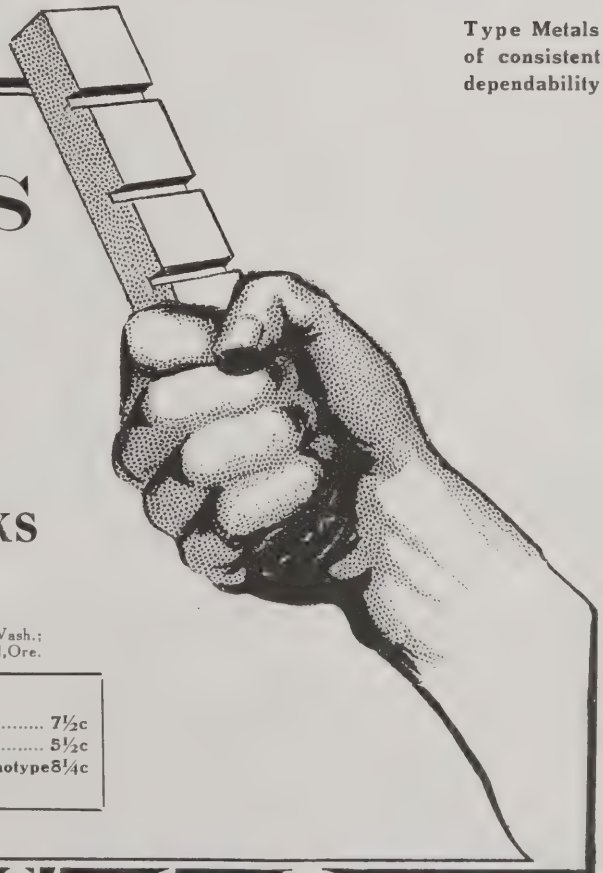

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Stanley Process Linotype	7¼c	Stanley Process Stereotype	7½c
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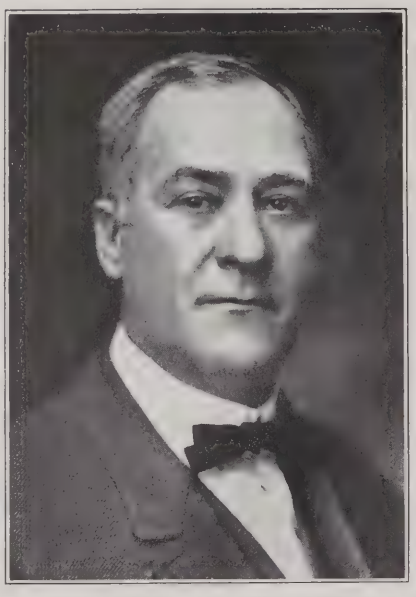
Write for a handy paperweight, free

Alloyed under the Stanley Process

The Firm of Practical Men

The following from the Tribune (Glenwood City, Wis.) April 16th, 1914, tells part of the reason for the growth of Johnsonized Machinery.



"Last Thursday the Tribune editor enjoyed a visit from that prince of good fellows and veteran press machinery man, C. I. Johnson, head of the C. I. Johnson Mfg. Co. of St. Paul, one of the fastest growing as well as one of the most dependable printers' supply houses in the West. He came over to give us a few lessons in the operation of our new cylinder press, and certainly no man we have ever met is more qualified to act as an instructor along that line, for he is a mechanical genius who understands the intricate workings of a press or a linotype as thoroughly as a small boy understands the uses of a four-bladed jack knife. C. I. is a man worth meeting. Coming to St. Paul a poor boy, dependent entirely on his own efforts, he has by sheer industry and merit risen to a place of high honor, influence and esteem among the business men of the Saintly City. And, best of all, success has not inflated him with a false pride or dignity. He enjoys nothing better—this man of a generous bank balance and high business standing—than to don a pair of overalls and amid the oil and ink and grime of a press literally work out mechanical problems that would balk ninety-nine men out of a hundred. Such a man as he is worth to civilization and progress more than a hundred seekers of the limelight in the arena of spectacular politics."

ITS BETTER TO BUY A JOHNSONIZED PRESS THAN TO WISH YOU HAD

C. I. Johnson Mfg. Company

Independent Printers Supply House

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SAINT PAUL **MINNESOTA**

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It is not necessary for you to investigate further,—the guarantee saves you that trouble.

No other Press has the range, scope, and speed combined, or can make as much money in the commercial job printing field, as

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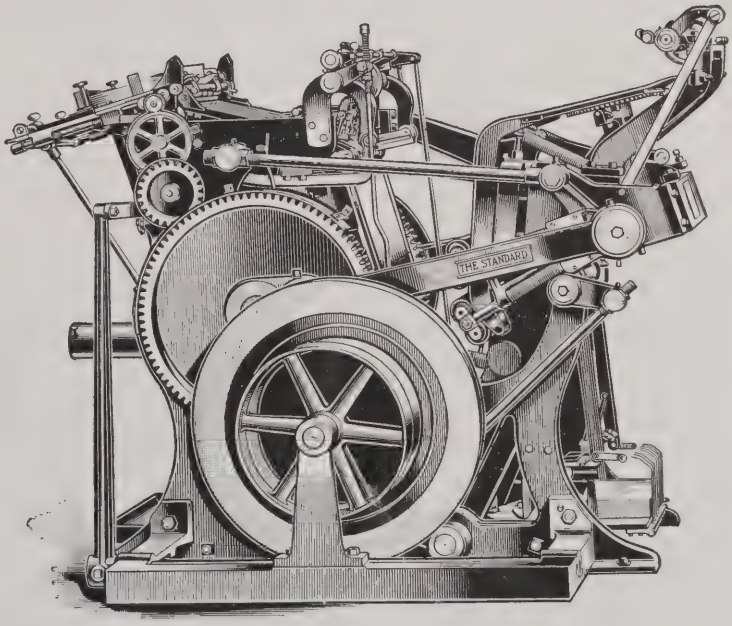

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is a good stapling machine It has stood the test for years and has been improved through practical experience with the demands of printing offices A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

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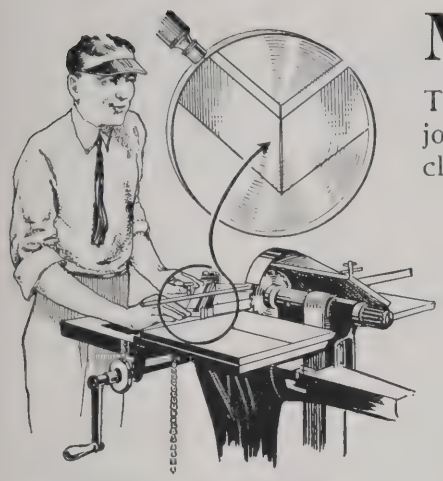

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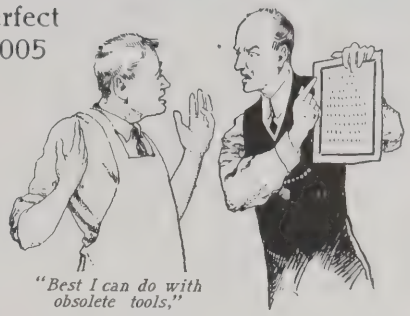
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Robert Lincoln O'Brien,
Editor of the Boston Herald.

HOUGHTON MIFFLIN COMPANY, Publishers

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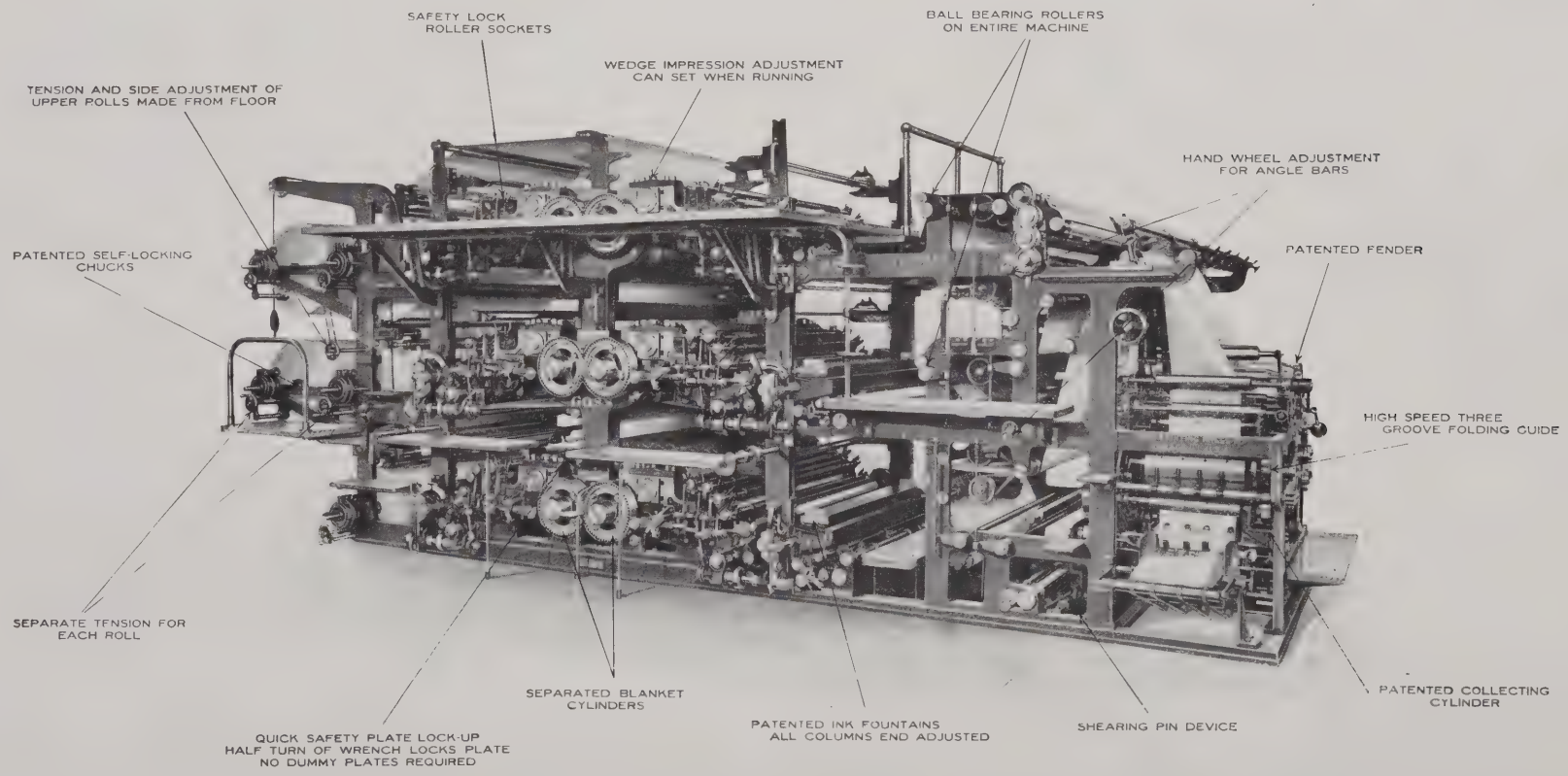
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NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

Volume Thirty-Two | Chicago, May, 1914 | Number Five

New York Printing Establishment Celebrates Twentieth Anniversary

EMPLOYES and management of the Charles Francis Press, New York, celebrated the twentieth anniversary of the establishment's eventful history, Wednesday evening, April 15th, at the Cafe Boheme, Second Avenue and Tenth Street. The celebration was unique and distinctive, for several reasons. Evidences of loyalty to and esteem for the proprietor, Mr. Francis, were noticeably prevalent among the two hundred and fifty employes gathered. A spontaneous and heartily enthusiastic response to Mr. Francis' remarks was not the least of these. Another expression, perhaps of greater tangibility, was the presentation of a beautiful silver loving cup to the happy proprietor, whom to know, according to the testimony of the employes and many others who are privileged with acquaintance, is to love. The loving cup was presented by Mr. Meigs L. Davis, chairman composing-room Chapel, who, in addressing the president and fellow craftsmen, said:

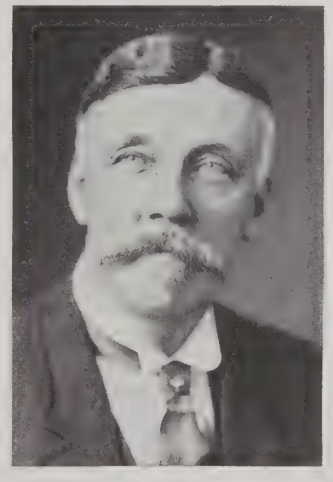
"On this anniversary occasion, marking the twentieth year in the history of the organization of the Charles Francis Press, we, as the employes of the company, desire to extend to you, Mr. Francis, our hearty and sincere congratulations for the achievements of your success and to express our well wishes for your future prosperity and advancement. To express a creed, let me say that, 'We believe' in the Charles Francis Press; 'we believe' in the 'co-operation' which you persistently advance in its interest; and we assure you of our 'Loyalty' in an honest endeavor to serve you and your organization as co-laborers in each other's welfare.

"Therefore, to make our "actions speak louder than words," and, too, as a token of our esteem and sincerity as your employes, we wish to put another "feather in your cap." So in behalf of my fellow craftsmen and associates, it affords me, sir, the greatest pleasure to present to you this symbol of our affection."

The singing of old songs, in which everyone joined with a gusto and enthusiasm, was a prominent feature of this evening of social pleasure. It was refreshing to share in the exuberant good fellowship and to notice the camaraderie which seemed to permeate the relationship of the whole "force" from office boy to proprietor. With a freedom and abandon commonly associated with college fraternity gatherings, these work-people laughed and sang with a whole-hearted joyousness that was contagious.

There was no meanness, antagonism or suspicion reflected upon any face nor shown by any action. There was no room for it. Everything was flooded with sunshine, laughter and song. Good-will abounded.

After the customary flash-light picture had been taken, Mr. Francis addressed the gathering. He announced that the twenty years of success realized by the Charles Francis Press was due to the employes of the institution and assured them collectively and individually that if it had



Mr. Charles Francis

not been for their devotedness, competency and loyalty that the celebration of the evening could never have been held.

He said that his employes had always worked with him, not only for him and so long as he was at the helm he proposed to maintain that relationship.

He called attention to the demonstrable fact that the employes of the Charles Francis Press were renowned for their loyalty and fidelity and observed that the conflicts between capital and labor would cease if employers and employes alike would get together and promote their mutual interests, instead of each standing aloof determindedly purposed to yield nothing of advantage to one another and to secure the most.

In illustration of his point, Mr. Franics told of a visit paid to the plant by two men who sought to re-

strict the output, urging that the employes were producing too much and that they should "loaf on their jobs," thereby permitting the employment of more help. The employes approached put the men out of the place and warned them to stay away.

The speaker dwelt upon the thought that customer, employer and employe were interdependent, that it was as important and necessary that the customer should be given satisfactory service as it was that the workman should render honest return to the employer who, in his turn, should offer just and suitable remuneration to the workman. Without satisfactory service the trinity of dependency would be destroyed. Without customers and the payment of money for work done, employment would cease and the business would stop.

Mr. Francis expressed his belief that the Printers' League of America as an organization was reaching a solution of the capital and labor problem as related to the printing industry. He voiced his conviction that those engaged in the printing business, the graphic arts, "the art preservative," were of a higher intellectual development than members of other callings, and that the capital and labor problem is appropriately their problem, and that if ever a solution is reached the members of the great sixth industry must point the way.

After Mr. Francis had finished, he called upon Mr. J. Clyde Oswald, who with his accustomed grace and felicity of expression, voiced becoming sentiments to the gratification of all his eager listeners.

A trio of splendid singers and an entertainer of rare ability, Mr. John Armour, of the Hill Publishing Company, furnished the professional entertainment for the evening. An elaborate menu of great excellence was served. Handsomely-printed menu programs, bearing a portrait of Mr. Francis upon the first cover-page, were found at each plate. Souvenirs of the occasion were distributed.

The following verses, hastily arranged at the dinner by one of the guests, Mr. E. B. Goodman, were inscribed to Mr. Francis. It will be noticed that the first letters of each line make the name Charles Francis:—

A Man

Christian spirit moving man of mighty mind,
Here he stands revealed, to all employes kind.
Aiming only for reward that's worthy, fair,
Reason with philanthropy make all aware—
Like the smiling sun that warms the gladdened soul,—
Emperor of all that he surveys is whole,
Sound and sane. An ideal for the rising youth.

Fount of inspiration to those loving truth,
Rhythmic in his movements, clear in tone and speech,
Amiable and one who will not overreach—
None denying, with a claim for justice shown,
Charity to all, these are the things full grown,
Innate and abiding. May his genius thrive,
Soar to heights divine and be with us alive.

—E. B. Goodman.

Mr. Francis has indicted the following beliefs as his business creed and presented them upon one of the pages of the menu program:—

"We believe in the Charles Francis Press as an exponent of the Art Preservative. We believe in the Executives of the Charles Francis Press for ability, courtesy, honesty and efficiency of the whole force from President to errand boy. We believe that it is easier to keep a customer than to obtain a new one. We therefore believe that we must be courteous and give the customer the best service possible. We believe in a satisfied customer. We believe in "A Feather in Our Cap." We believe these expressions tend to prove that co-operation and service are the Keynotes of the success of the Charles Francis Press. We believe in working together for happiness in the pursuit of life. We believe we put these beliefs into actual work by our mutual co-operation."

Mr. Francis has also formulated an arrangement of beliefs of more general scope which breathe similar lofty sentiment and nobility of purpose:

"Our Creed at Large."

We believe in the Art Preservative of All Arts.
We believe in the Art of Printing as a business.
We believe this Art should be advanced by all honorable methods.
We believe in honesty and industry in the Art.
We believe in Co-operation in Printing as a business.
We believe that all should share in the labor reward consequent upon a true co-operation, and in just proportion.
We believe we operate under the conditions of this creed.
We believe in the trinity of co-operation—the customer, the employer and the employe.
We believe this trinity should work together in unity for the advancement and improvement of the Art in its civilizing influences.
We believe that when this trinity works in unity the problem of the pursuit of life and happiness will have been reached."

* * *

"ACCURACY FIRST" FOR NEWSPAPER MOTTO

Prof. Willard G. Bleyer, of University of Wisconsin Course in Journalism, Suggests Slogan as Counterpart of "Safety First."

"The increasing emphasis on accuracy in news and advertising columns of the leading newspapers in this country suggests the desirability of adopting the slogan, 'ACCURACY FIRST' by newspapers generally as a counterpart of the 'safety first'," writes Prof. Willard G. Bleyer of the University of Wisconsin Course in Journalism.

"'ACCURACY FIRST' has undoubtedly been the ideal of every reputable newspaper in the past year just as 'safety first' has been the ideal of well-managed railroads and industrial plants, but just as recent campaigns for 'safety first' have led to greater care being exercised by employes generally, so emphasis upon 'ACCURACY FIRST' in newspaper offices would doubtless result in more careful work by reporters and correspondents," continues Professor Bleyer.

"The establishment of a Bureau of Accuracy and Fair Play by the New York World last July was an important step toward securing greater accuracy in news stories. The example of the World has since been followed by such representative papers as the Minneapolis Tribune, the Philadelphia Ledger, and the Sacramento Bee, I believe.

'If every newspaper posted conspicuously in its offices the sign 'ACCURACY FIRST,' and insisted on the greatest accuracy in the work of all its reporters and correspondents, the remark so often made by the newspaper reader, 'It's only a newspaper story,' would have less justification.

"We have started the campaign at the University of Wisconsin by posting the 'ACCURACY FIRST' signs in the newspaper laboratory of the Course in Journalism where the students write most of their work."

Addresses Delivered Before N. E. A. Convention, Houston, Texas, April 23-25, 1914

The Large Advertiser and the Small Newspaper

By Mason Warner, Snitzler Advertising Company, Chicago, Ill.

At the Annual Convention of the National Editorial Association at Houston, Texas, April 25, 1914.

Mr. President and Members of the National Editorial Association:

NOWADAYS everybody knows that money spent in newspaper advertising is a profitable investment. Scan the columns of the metropolitan newspaper and you will see scores of names that are reminders of the fortunes that have been made by the aid of advertising.

Every national advertiser knows the possibilities of newspaper advertising in large cities. But the great majority of national advertisers is neglecting the small newspapers.

The field covered by the small newspaper is just as profitable as the large cities. To indicate just how tempting this small-town field is, it is necessary for me to repeat some trite and stereotyped statements of facts that should be familiar to every publisher and advertiser—to every buyer and seller of advertising space.

The man who is confining his advertising to cities of 25,000 population and upward is neglecting 69% of the total population of the United States, for only 31% of our people live in cities of more than 25,000. The rest dwell in small towns and country.

Not only is the small town inhabitant more numerous, but he has more actual cash to spend for things to eat and wear and furnish his home than the resident of the large city.

The city dweller's continuous employment is not always assured. The high-wage mechanic has many idle weeks in the year. He spends more for rent and for car fare than the small town dweller.

An ever increasing number of metropolitan residents are living up to the last dollar of their weekly and monthly incomes.

Census reports give the factory worker's average annual income at $438. The farmer's average income is $664.

When we discuss family incomes, we must still talk in small figures—whether it be the average income in a small town or in a metropolitan city. The census of 1910 shows 65% of family incomes in the United States to be less than $900 per family per year.

It is true that a larger proportion of those who have incomes of more than $5,000 a year live in the cities, but the man with a large income is not necessarily a more valuable customer to the advertiser than is the man with $900 to $1,500 a year.

The great field of the national advertiser is among the so-called common people. Fully 80% of all national advertising is to create a demand for the advertisers' brands of food products, clothing, household furniture, musical instruments, toilet articles and patent medicines.

It is true that the cost of advertising space per inch per thousand circulation is less in a metropolitan newspaper than in the country daily or weekly. But remember that, considered in the mass, the buying power of each reader of a small newspaper is greater than that of the city newspaper reader.

Advertisers who have gone after the small town trade have found it a good trade. There is not the competition in the country that there is in the metropolis. Another point is that the small town trade is a loyal trade and not so fickle as the city trade, where there is a constant desire for novelty. A man who makes a good product and sells it in the small towns knows that his customers are not going to be switched to any and every new brand that comes along.

And yet there is no real obstacle to the introduction of new articles to the small town and country trade.

Mason Warner

That is because the people are not over-supplied with the newest and latest. The main point of difference is that the small town, because of the negligence of great advertisers, lags behind thhe big city.

The small town merchant is not averse to stocking new goods if he knows that there will be a demand for them. He knows his customers will respond to the appeal of advertising, and if he is assured that new goods will be advertised in his local newspaper, he is ready to co-operate with the manufacturer.

Notwithstanding the inviting condition of small town trade—with merchants ready to stock the goods and customers with money to buy them—the field is neglected by four in every five national advertisers.

You ask why. Simply because the advertiser believes the small newspapers' rates are too high, and that there is more trouble and annoyance in securing a fair rate than the business is worth. The advertiser realizes he is neglecting the field, but solaces himself with the hope that the big city newspapers partially cover the field and that in the course of time the goods will become known in the small towns through their use in the big cities. All the time, however, the small town merchant, catering to 69% of the population of the United States, feels that

unless the goods are locally advertised he cannot afford to put his money into them.

The advertiser fears that he cannot buy space in the small newspaper at a fair rate. It makes no difference how little he pays for it, he has a suspicion, often born of experience, that other advertisers are paying less than he is.

The fair rate demanded by the national advertiser is the lowest rate for which the publisher sells his space to any other advertiser. It makes no difference if space is actually worth 25 cents per inch, if it is sold for 20 cents an inch to one advertiser and for 15 cents to another, the man who pays 20 cents an inch is paying more than a fair rate.

Many publishers of small newspapers accuse large advertisers and advertising agencies of continually endeavoring to "batter down their rates." This accusation is not founded on fact.

What the large advertiser is trying to do is to buy space at the lowest rate at which the publisher sells it.

Not more than 30% of the publishers of small newspapers adhere to their published rates. This statement can be proved by the accounts of any advertiser in the United States doing business with small publishers.

If the publisher will establish a rate for his advertising space, stand pat, and not deviate from his rate card, the advertiser will cheerfully pay that rate, if it is based on actual paid circulation and is fair and just.

Those publishers of small newspapers who do not cut their advertising rates do not lose the patronage of national advertisers. Quite the contrary. I believe that if an investigation were made, it would be found that the small newspapers with standard rates carry more advertising than those who accept business at any price offered. If they do not carry more advertising, the publishers who do not cut their rates at least receive a greater income in dollars and cents from their advertising columns.

The rate cutting arises from the publisher's anxiety to get the advertising. Too many publishers figure that it costs them so much to get out their papers, anyhow, and if they cannot get their regular rates it is better to take less than to lose the advertising.

Much of the publisher's anxiety concerning advertising which he expects to get is needless.

Perhaps I can help some publishers to avoid this anxiety when I tell you how many advertising campaigns are planned for small towns.

Last July I had a request from one of the largest coffee roasting concerns in the world for an estimate of the cost of advertising in the small town daily and weekly newspapers in Northern Illnois, Northern Indiana and Southern Wisconsin.

This territory was selected because it was compact, freight rates were low, the towns were ideally located for covering by salesmen, and because trade conditions generally were satisfactory.

The advertising campaign was to run six months in these papers. We had rates on file, but the first thing was to write to all the newspapers in this territory and ask them for their rates for this particular advertising. We received answers to our inquiries from the majority of publishers within a week or ten days; some did not reply for two weeks or more; a few others we haven't heard from yet.

We made up our estimate from these rate cards and letters and the cost of the space according to these amounted to a total of $12,240.62. But we knew the space could be bought for less than that. Right here it might be well to explain that the up-to-date advertising agent handles his business on a commission of 15% added to the cost of space.

When the estimate was submitted to the advertiser he knew that it was a first estimate; that it was merely a beginning. He wanted to buy that space at a fair rate. So did the Snitzler Advertising Company. Because the less he paid for the space, the more profitable his advertising would be, and the more mony he would spend this year, and our commissions would grow with the increase in his annual appropriation.

There were more than 400 papers on the estimate. We knew that some of the rates first quoted were the lowest the publishers would accept. These papers were listed on a new estimate and we started on the others with what the publisher calls "battering down rates."

That is, where a publisher had quoted a rate that seemed out of proportion to his circulation, we simply made another offer, saying that we would pay a certain price for 300 inches of space and suggested that if he did not accept the rate he would not get the advertising. A large majority of the publishers accepted this offer. At this point there is always more or less worry on the part of the advertiser and his agent, because if a publisher has quoted in his first letter, say a rate of 10 cents an inch and we go back at him with an offer of 8 cents an inch, and he accepts it, we feel pretty certain that 8 cents is not his lowest rate and we are sorry we did not offer him 6 cents.

This advertising was to start in October. We had been planning and preparing the copy and getting things in shape since the first of July. From the first of August to the first of October we were receiving letters from anxious publishers. They wanted the advertising—wanted to know why it did not start—some of them made up a "special low price," even lower than the rates previously submitted. Remember, please, that the advertiser or his agent does not notify the publisher that his rate is accepted in cases like this. The publisher just has to wonder what the difficulty is until the advertisements come along with a formal order for insertion at a stated price.

And yet the publisher suspected of cutting his rate had not had the third degree—the final test on his price. Six or eight weeks after he received the first inquiry from the advertising agent, the coffee salesman arrived in town. He had with him proof sheets of the most attractive advertisements we could prepare. Handsome illustrations, good typography, large space—I know just how good these advertisements looked to a publisher, for I have published several small newspapers, and I have been guilty of the same thing that occurred in more than 100 towns on this estimate that I am telling you about.

The salesman showed the publisher the advertisements, asked him his rate, and no matter what the publisher answered, the salesman told him it was too high.

The publisher thought this was the last chance to secure the advertising and often made a still lower rate, which the salesman immediately reported to the advertiser, and the advertiser passed along the rate to us, and we will use it as a basis in all future negotiations for other advertisers.

I did not prepare this speech until I was assured that I could name specific cases of rate cutting. I know it

may seem like an injustice to the few publishers named to select them from among the several thousand with whom we do business, but time forbids giving more illustrations. If I say that a certain paper in Illinois cut its rate it does not mean as much as when I name the paper, and I hope that naming of a few newspapers here will be a warning to other publishers that sooner or later their cutting rates will become known.

The first rate quoted by the Dwight, Ill., Star and Herald was 12 cents an inch. We bought this space so that we could sell ito the advertiser for 9½ cents.

The Hoopeston, Ill., Herald has a rate of 8 cents per inch. We bought it for our advertiser for 3½ cents.

The Mt. Carroll, Ill., Mirror quotes a rate of 15 cents an inch. Our advertiser paid 5¾ cents.

The Dixon, Ill., Telegraph quoted a rate of 12½ cents per inch. Our advertiser bought it for 9¾ cents.

The Polo, Ill., Press rate card said 22 cents per inch. Our advertiser paid 17¼ cents.

The Oregon, Ill., Republican quotes 15 cents per inch. Our customer paid 11½ cents.

The La Salle, Ill., Post rate is supposed to be 20 cents per inch. We sold it to our customer for 11½ cents.

The Crawfordville, Ind., Review has a rate of 15 cents per inch. Our customer paid less than 10 cents.

The Wabash, Ind., Plain Dailer published a rate of 10 cents. Our customer paid less than 6 cents.

The Dodgeville, Wis., Chronicle publishes a rate of 18 cents per inch. We sell it for less than 14 cents.

The Gillette, Wis., Times' rate is alleged to be 18 cents. Our customers buy it for 8 cents.

The Kewaunee, Wis., Banner wants 8 cents an inch for space, but will take 5¾ cents.

The De Pere, Wis., Democrat quotes 18 cents an inch, but sells its space for 14⅜ cents.

The Menasha, Wis., Record asks 6 cents per inch but will accept less than 5 cents.

The low prices I have just named include our 15% commission, which has been added to the publishers' rates.

Now, as a result of our dickering for rates the advertiser paid only $9,892.11 for space which the publishers first asked $12,240.62. He saved over $2,000, nearly 20%. In the light of these figures, do you wonder that national advertisers object to paying the published rates of newspapers without first endeavoring to buy the space at a lower price?

The situation as I have outlined to you here is more aggravated than appears on the surface, for some of the papers named have made an arrangement with the American Press Association to solicit advertising for them. The Association works earnestly and hard to secure advertising for these publishers. Yet the publisher will not stand by the rate quoted by his representative and will quote a lower price direct to the advertiser or agent, thus putting the American Press Association in a very unenviable position.

I want to make plain that the advertising agent and the large advertiser are not engaged in a united endeavor to batter down rates. But so long as these rates are too high, or any are not being lived up to by the publisher, just so long will advertisers continue their efforts to find the rock bottom price.

The advertising agent, when he receives a curt note from a publisher, returning an order for space, with the information that the first rate quoted is the lowest he has, and that the advertiser will either have to pay that rate or not advertise in his paper—such a note from a publisher really pleases the advertiser and the agent, for they feel that the space is worth what the publisher asks and that no other advertiser is getting it for any less than he.

The advertising agent is also pleased to receive a letter from a publisher saying that his foreign advertising is in the hands of the American Press Association and that the rate quoted by the Association is the only rate in effect for his paper. It would simplify matters, remove much of the detail and annoyance of doing business with small town publishers if all of these publishers were represented by the American Press Association or any other similar organization.

Then an advertiser would know where he stood when he made an estimate for the cost of advertising in any given state or states. As matters stand now such an advertising campaign cannot be planned, prepared and placed at a fair rate for the space in less than two months.

At the beginning, I tried to tell you how inviting the small town field appeared, to national advertisers. Now, I have told you what I consider is the chief reason why the great majority of national advertiser refrain from advertising in small newspapers. They know that in the majority of towns the advertising space is not worth what the publisher asks for it on his rate card. They know the space can be bought for less, but they do not want to encounter all the bother, annoyance and petty negotiation that is necessary to get the rates down to a fair and profitable basis.

I want to say that rate cutting publishers are not confined to the three states I have named. Conditions are the same the country over. Every experienced advertising agent knows that the first estimate, based on publishers' rate cards, for small towns, can be reduced at least 20%—and this, notwithstanding the fact that 30 or more of these publishers adhere strictly to their rate cards and do business on business principles.

The advertising agent's chief concern is to buy the space at a rate which will prove profitable to the advertiser. He doesn't care whether it is 6 cents an inch or 60 cents, as long as the advertisements sell the goods in sufficient volume to pay a profit.

On low-priced papers the advertising agent does a little more detail work than on high-priced papers, but the big expense in an advertising agency is in the copy department. It costs no more to plan, write and illustrate a series of advertisements for 1,000 newspapers than it does for 100 newspapers. That is why the agent wants to see the account grow. The Snitzler Advertising Company has one customer who started to advertise in small town newspapers seven years ago, whose first appropriation amounted to $300 a month. This year that advertiser is buying $10,000 worth of space every month, but the account would never have grown to its present proportions if we had taken his first $300 and paid according to the publishers' rate cards without question.

The publisher must establish a rate and stick to it. It should be as low as possible, but not so low that he will not make a profit on it. The advertiser realizes that the publisher must have a good income from his advertising or he cannot get out a paper that will have any influence with his readers. Let the rate be a fair one for the publisher, and the advertiser, and then never deviate from it. If established rates become the general rule for small town newspapers, there will be more national advertisers in the small town field.

Making a Weekly Pay at 50 Cents a Year

WHEN this subject was assigned by our president, I did not agree to use much of your valuable time, so when letters came a few weeks ago, hinting that fifteen minutes would be long enough, it was some relief, for after all I take it that we are here for an exchange of ideas that all might be benefited, so I hope you will feel free at any time to interrupt me in order to bring out a discussion of the subjects touched upon.

In a program such as we have had here it is always necessary to have "fillers" and I know of no subject that will raise the ire of newspaper men more than to have some one try to tell you "how to make a weekly pay at 50 cents a year," when the tendency all along the line is for an increase in the subscription price of papers.

There are thousands of publishers all over the nation who are getting $1 and $1.50 a year for their papers, but they are not members of the National Editorial Association; they are not here to enjoy the great hospitality of Houston and the circle tour to follow; nor to meet their brother publishers for a full discussion of matters that pertain to the profession; nor were they at Colorado Springs last summer to enjoy the grand

John C. Lochner
Bee, Auburn, Ind.

scenery and hospitality of her people as some of us did; so, it is not always a question of how much your subscription price is, and this leads us to the subject that should be the basis upon which any business is founded, and that is experience.

There are too many school teachers and preachers and others who have gone into the newspaper business, who cannot tell a shooting-stick from a crowbar, and whose ideas of the business is that all that is necessary to become a successful publisher is to receive the free passes and gather in the dollars as they come rolling in on subscriptions. It is this class of publishers, I take it, that are first to demand an advance of subscription rates, made apparent by the probable shortage in the job department, chargeable directly to the fact that they have never washed rollers, set type, fed presses, swept out the office, or done the many other things around a country newspaper office that some of us have. So in my judgment, being a good fellow with even a surplus of energy and initiative will not make a successful publisher. They lack in practical experience, and this, ladies and gentlemen, is what I consider the greatest need to "make a weekly pay at 50 cents a year" or any other price.

A newspaper to be a winner must be a leader in the community and should have back of it an editor who has the courage to take a stand on all questions of public interest. The editor who gives his readers only those things which happen and who fails to take the initiative along civic, industrial and moral lines, will never realize all of the opportunities his field offers.

The development of strikingly local features and everlastingly sticking by your home town and your home merchants is an opportunity too many are overlooking. Fearless in editorial expressions, independent (not neutral) in politics, and alive to that which in our judgment is for the best interest of the community, won for us these lines from a local citizen and subscriber:

How glad I do feel to know I'm a subscriber
To a paper that speaks without favor or fear;
A paper that stands for the good of the people,
And just fifty cents will pay for a year.

How glad we all feel when the postman comes laden,
And leaves for us papers, one, two and three;
How glad to receive them; the search is quite rapid
Until we dig up the fifty-cent "Bee."

The "Bee" is the same in all kinds of weather,
For news and clean deeds the "Bee" loves to sing,
But for trickery, crimes and all things degrading,
Look out! For the "Bee" has a wonderful sting.

So now I shall hasten right up to the office,
And gladly renew so my name it don't drop,
For I should feel lost, condemned and forsaken
If I didn't renew and the "Bee" it should stop.

Partisan politics is fast playing out and your readers know it, if you don't. They look to the independent paper to get a fair and unbiased report of the candidate as he appears. Statistics during the past three or four years have proven that the average reader doesn't want the kind of stuff dished up by those who still have a hankering for running an old-fashioned republican and democrat sheet—or a new-fashioned Progressive one of the partisan sort. Chas. M. Palmer, the New York broker, says: "that those papers that are independent of party but fairly give all parties what space their news deserves, are the papers that are doing the growing."

The Weekly Bee has had a healthy growth since its inception January 3, 1912. The field for a live weekly seemed to us particularly good because two old and well-established weeklies had gone into the daily field, thereby giving the country readers only matter that was picked from the daily. We had for several years operated an exclusive job shop and with the addition of modern machinery, including an Intertype, we now have the best equipped office in the county in a field with nine other papers.

Fifteen hundred circulars sent over the county carried our announcement and over 300 subscriptions were received two weeks before the first paper was off the press. We have never published an issue since the first that did not contain the names of new subscribers under an appropriate head, and the business men at once recognized the Bee as the leading advertising medium of the county.

When started, the paper was issued as a six-column quarto with four pages of ready print, but the patent side

was discontinued about a year ago, the paper enlarged to an eight column folio, all home print. Our advertising will average better than eighteen columns per issue and the rate is 10c per inch without discount for time or space.

By discontinuing the use of ready print we have saved more than $15 per month, and in this connection we want to say right here, that in our opinion the ready-print bugaboo is responsible for keeping more country publishers "hard up" than any other feature in connection with the business. We discontinued the use of ready-print without the loss of a single subscriber and what was more pleasing, several called and expressed their approval of the change, declaring they never read much of it, any way.

Of course, we could not publish a paper at 50 cents a year if we had to depend upon the subscriptions alone, but having adopted the cash-in-advance policy to everyone, a fact which cannot be said of publishers who charge more, no one gets in debt to us, and we have the money to use. We carry no subscriber more than two weeks after his expiration, and that rule is rigidly lived up to, so now a statement is all that is necessary to bring a quick renewal.

The advertising end of any paper of course is where lies its financial success, and that is true with the Bee. As before said, our average is about eighteen columns per week. Circulation, too, is a big factor in helping advertising, but some personal work must be done along this line in order to show a healthy condition. Few business men in the smaller cities are capable of preparing their own advertising matter, and the publisher should look after his patrons along this line, by writing and designing ads, and offering suggestions for his consideration. In our opinion a lack of sufficient advertising in the local papers is due more to the fault of the publisher in not "attending to his own business" than the lack of enthusiasm on the part of the business men along this line.

There are many other avenues in which business can be headed your way, in conducting a newspaper and job printing business. One of them is to advertise and thus show your customers that you believe and practice the very thing which you are trying to sell, PUBLICITY.

We take advantage of every occasion in which business men are assembled to call their attention to the Bee and the prompt and superior service of our job department, and the result is the satisfaction of always having plenty of work to do.

The question of installing modern machinery has puzzled you no doubt as it did me. All of you, perhaps, have noticed how fast the hand compositors have disappeared and how the wages of those who are still sticking to the case, have increased, thereby emphasizing more than ever the need for a modern typesetting machine.

While I do not care to be partial in this matter, no doubt you will be interested in knowing to what extent the Intertype can be put to use in a country office. It was one of the biggest business propositions of my life to make up my mind to install a machine, but after having an Intertype in use the past six months, it would require unusual persuasion for me to part with it, could I not get another equally as good.

The help in our office has become addicted to the use of the Intertype and its greatest efficiency and economy comes to use in the setting of solid matter in ads, job forms, ruled forms, and forms requiring leader work, etc., to say nothing of the benefits to be derived by setting more matter for the paper and the pleasure of getting the edition off on time. Even our country correspondence has increased because of the knowledge that we are now equipped to set all matter that comes to our office.

In conclusion permit me to recommend the installation of the Intertype and it will relieve you of worry, and at the same time modernize your office to the present-day needs.

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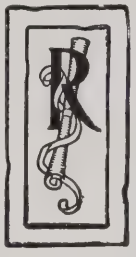
Responsibility of Country Publishers

Address delivered by L. M. White, Associate Editor of the Mexico, Mo., Ledger, before the National Editorial Association, Houston, Texas, April 23rd.



ESPONSIBILITY of the country publisher is no less than that of his metropolitan brother. His duty to his thousands is as great as the other's duty to his tens of thousands. There is graft and dishonesty, as well as unhealthy social conditions in the country just as there are in the great cities. In the last analysis, the searching light of publicity, whether it be 250,000 subscriber power, or merely 2,000 subscriber power, is the means of eliminating the political pervert and social cesspool.

Fighting for reform and the beatitudes is no mere pleasantry. It requires vigilant attention to details, careful foresight, cool judgment and plenty of vertebrae. Every move the high-minded editor makes for civic or social betterment is credited, by the friends of corruption, with some mercenary purpose. That you expect the paper to give financial return for your efforts is held as sufficient evidence that you are as grasping a grafter as the worst.

You soon learn the man you have exploited for twenty years, hiding beneath editorial veneer his embossed vanity, quits you in a second when you publish his name with one initial missing. But that is life. For one of his kind there are hundreds who, for years, have received your paper each evening, as they accept a friend. It is one of the family circle about the library table; a friend who has something of interest for all, whose coming is one of the events of the day. It tells of your success with pride but screens your failures with kindly disregard; it mirrors the daily life of the town and with magic brush paints out all that is sordid and mean, so the evening hour is not one spoiled by that which has no place there.

Publishing a country newspaper is great fun. And publishing one that has an ideal, constructive and clean, is more fun. There is a never-ending attention to details necessary, but if you are straight with your conscience and getting results for the public as well as yourself, it beats covering a murder on a rainy night via an owl car and two miles of muddy suburban lane.

I believe the editorial responsibility of any publisher demands he have a policy indicted in black and white so should he dare to waver it will be there to brace and strengthen his honesty of purpose. However, if the people have confidence in you they will be pardoned while thse of the editorial outlaw are credited for the final accounting.

The editorial responsibility of the country publisher rests entirely on public service and should have no direct or underground connection with the business office. The man who is responsible for a page advertisement every day is entitled to no more protection in a misdemeanor than he who is so remote from the publication that the subscriptition department has not yet come in contact with him. When you allow the personal or political element to dictate your policy your publication is not fulfilling its duty to society.

As newspaper men you prefer facts to theories. With your permission I will tell of what we are doing as well as what we have accomplished under a policy based upon what we believe is our responsibility to society. We have not attained our ideal but that in no way has deterred us in our purpose to continue striving for it.

The policy of the Mexico Ledger, of which I am associate editor, is "constructive and based on true public service. To print all the news all the time, first and without prejudice; to keep our columns, both news and advertising, free from fakes or objectionable matter so

L. M. White

we may enter the home clean and wholesome on the same footing as the most valued friend of the family."

This policy we keep before the people, and it is no unusual thing to have citizens to call and subscribe because "we like your policy."

We refuse fake and objectionable advertising because we believe we are equally guilty with the advertiser in any crime or vicious results which may follow. Questionable securities or doubtful promoters must look elsewhere for space. We object to being an accessory.

The quack doctor is no more in Mexico. Others may accept his advertising and he may flood the city with handbills, but his first patient is a Ledger reporter. The day following the news story of this visit to the charlatan, that worthy seeks new fields. His methods cannot stand in the light of publicity. The same is true of fortune tellers. We make no vicious attack. Merely a news story of a reporter's visit to the clairvoyant shows the absurdity of his claims and makes it impossible to prey upon the unsophisticated.

We will not carry liquor advertising, no matter what the inducement in increased rates. We joined the local option forces in their recent winning fight in Mexico, which was brought on through a campaign in our columns. The threats of the liquor forces to sue for libel in an effort to quiet us were ignored and because of our fairness in the fight aided in defeating them. Much to our surprise this fight proved of greater benefit to our subscription list than any contest we could outline "with malice aforethought."

We are continually advocating better things for Mexico. A list of "What Mexico Needs" as well as one of "What Mexico is Proud of" appear from time to time to stimulate civic pride. A newspaper should be in advance of its community and lead for its social and civic uplift.

Through our columns we won the fight for a Carnegie library, underwrote a hospital conducted by the citizens, raise funds for various charities and public improvements as well as eliminate negro prize-fighting or any other activity we consider has no place in the normal life of a country town.

We refuse to accept political office of any kind. In this way we keep free from obligations which might prove embarrassing and conflict with our duty to society. This leaves us free to take the right position in any fight for community improvement without it being charged we have a personal purpose behind our stand. While the Ledger is a democratic paper, we are as ready if not a little quicker to fight graft in its ranks than in those of our opponents, believing we should keep our own house clean before we are in a position to sapolio that of any other.

The editorial columns of a paper are the public expression of its character and we try to write ours with an especial appeal to the reader. Certain editorials are published which have a distinct news value, and will catch the attention of the man who as a rule only glances at the headlines. We are conservative but progressive; never fanatical on any subject, yet our handling of a question is by no means colorless. We try to give the paper a wholesome atmosphere and a character to be relied upon as well as a personality, which you may not agree with yet you cannot but admire and respect for its honesty and straightforwardness.

We try to have as many attractive features as is possible with our small force. These features are chosen not only because of their news value but for other reasons. We have one under the head of "Neighboring City News." It covers the news in general but always contains much about improvements in other places. We believe this stimulates civic pride and has a tendency to arouse a certain healthy spirit of competition which will, sooner or later, materially aid in securing something we need and which another nearby town possesses. Under the head of "Improvements" we publish the news of every new house or freshly-painted fence. When Mr. Jones reads about Smith, his worst enemy, painting his barn, he immediately invests in a brush and bucket and displays his civic pride on his faded garage.

I secured my metropolitan newspaper experience on the Denver Post—"The Paper with a Heart and Soul." Be that as it may, we try to give the Ledger as much heart and soul as a country paper can have without a "Sob Squad" and its attendant lachrymose jeremiads.

During the year we devote valuable space in showing the consumer the economic value of reading advertisements. And we have their testimony that this education has proven a saving in their buying. Also we show the advertiser that a paper which can get the ready results we do in a campaign for public improvement or charitable purposes has the kind of reader-responsiveness that will cash-in big for them and undoubtedly makes our space the more valuable. I have offered these personal experiences because they are facts and are a

few things we believe the editorial responsibility of the country publisher demands. When the public learns you are honest in purpose, human and devoted to the public good, they are not slow to aid you in making the paper the power it should be.

In closing I wish to speak a word in behalf of the schools of journalism and especially that of Missouri, the first in the United States, and with which I am familiar. Under the able direction of Walter Williams, the editors of tomorrow are receiving a fuller understanding of what the profession means and especially of the value of public service. If the lawyer and doctor should be educated there is just that much more reason why the moulder of public opinion should have his professional school teaching the highest ideals of journalism. I believe you will agree with me when I say there is no better man for this exalted position than Walter Williams.

He recently said, in a speech in Australia: "Journalism as a profession of public service is in the last analysis an unregulated public utility, except here and there where it is hobbled and handcuffed by a libel law of the dark ages. It is the record, the mirror, the interpreter to the public day by day. Some unfortunately are without high ideals, and have relegated this calling of ours to the rank of fakir and the shameless creature of the street. They are guttersnipers who disgrace the very name of journalism. It is our duty to seek to win them back with mild and gentle words, and if we fail, scourge them with whips and cords from the temple of the profession. Journalism stands for public service at home and abroad. And so we should have that knowledge of the sympathy with the world that will bring about the best results."

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HELEN KAY WILLIAMS

A smartly-dressed young woman, of fine athletic figure, superb carriage, and a grace that few American women possess, with a dash of Irish wit brought from her native Wexford, a pair of deep blue eyes that glow and sparkle and flash with her moods, a rich musical voice, and the rare pink and white skin that has made her countrywomen the most beautiful in the old world—that is Helen Kay Williams, owner and editor of the Woman Citizen, San Francisco.

Mrs. William is nearly thirty, and looks like a girl in her teens.

She had a successful daily newspaper career before she undertook the publication of the Woman Citizen, the most influential woman's magazine west of the Rockies.

Experienced western publishers predicted failure when she brought out the first issues of the Woman Citizen. It was different from anything ever seen before in women's publications. It had no crochet patterns featured on the front page, nor advice to the love-lorn; it had not a single stick on the fashions of the day, and offered no advice as to how to clear the church from debt, and keep the baby from having the croup. The publishers of women's periodicals said that no magazine catering to women could possibly live and ignore these things.

Mrs. Williams being a woman, and a very elert and comprehending woman at that, knew that there are thousands of women who have no babies, consequently they are not interested in croup preventives; that there are thousands of women who would rather have a clear, concise statement of the bills up for discussion in Congress than to be told how to crochet a clover leaf. So to these thousands of women she began addressing herself through the columns of her magazine. And the phenomenal growth of her publication has justified her decision.

She herself sums up the situation rather neatly by saying: "Well, at first it was something like draining the swamps down in Louisiana; the dredger makes its river as it goes along. That is the way we had to work. We had to create our own channel in order to float our craft, but the channel is now wide and deep and the craft sails on proudly."

Few women in the United States could have accomplished what Helen Kay Williams has. Without a dollar she undertook the publication of the Woman Citizen, and for a time wrote the copy, solicited the advertising, promoted the circulation, and traveled through five states soliciting and obtaining the endorsements of women's clubs for her publication. The magazine is now endorsed by four hundred and seventeen women's clubs

Helen Kay Williams, Publisher "The Woman Citizen," San Francisco, Calif.

in California, Washington, Oregon, Nevada, and Utah, and numbers among its associate editors the most representative and prominent women in those states.

Helen Kay Williams has demonstrated that there is a field opening up for the publisher of women's magazines, because the order of women is changing. And she was the first to demonstrate this fact.

She has also demonstrated the fact that a woman can have a forceful personality and do a man's work in the world without losing any of the femininity that should characterize women.

She is deeply, vitally interested in anything from lawmaking to aeronautics that pertains to the welfare of women. Her faith in the women of her time, and her enthusiasm for them are unbounded. With the exuberance of radiant, healthy youth she has set herself the task of expressing the ideals and achievements of the twentieth century woman, of which she herself is a most admirable and lovable type, and she is succeeding beyond all expectations.

Mrs. Williams will address the National Editorial Convention at Houston, Texas, April 24th, on "Publishing a Woman's Magazine."

"What Should Be the Attitude of the Editor Towards the Readers"

By H. E. Hogue, Eaton (Colo.) Herald.

DON'T know just what the President of this Association had in mind when he assigned this subject to me. It seems to me that the editor's "attitude" depends altogether on who the reader happens to be and what the editor has been saying about him. For myself, I always size up the reader's fighting ability before deciding upon my "attitude." I have some readers with whom a good strong bluff is a good "attitude." But with others I am usually too busy getting up a convenient alley to think about any "attitude."

Yes, the editor's attitude depends altogether upon the reader.

Seriously, however, I do not believe there can be any set rule for an editor's attitude toward his readers. It depends entirely upon the personality of the editor. Some are born leaders and can direct the thoughts and actions of their readers as it pleases them. Some know it all and are able to impress their readers with that idea. Then there is the fellow with the big stick, who must be continually whacking somebody and telling his readers "I did it."

As for myself, while I have never thought seriously about any "attitude" towards my readers, I believe that most of them look upon me and my paper as a friend—the one to whom to go with every joy or sorrow, sure that the paper will rejoice or mourn with them. One who violates no confidence and always has a word of commendation or sympathy. A real affection for the paper exists among its readers.

The attitude of the editor should be that of an apostle of sunshine. Amuse and entertain the readers, but instruct them as you go along. Meet your readers with a smile and a jolly word, but slug them with a truth when occasion demands.

The editor and his paper must always be in advance of the community; ever advocating reforms and improvements. But I believe he can accomplish more by insinuating his ideas into the minds of his readers until they come finally to believe that they were their own ideas all the time. Short paragraphs accomplish far more than long-winded articles.

While it may appear a weak policy from a news standpoint, I never tell of the wrongdoings of our people. If only the culprit were to suffer, I would hesitate about publishing his name and the details of the trouble, but I think of the shame of the innocent ones who must suffer with the erring one. Suppose I do miss a scare-headed item about Bill Jones being pulled and fined for playing poker. I have not held him and his family up to the scorn of their neighbors, and the chances are that Bill has had a lasting lesson. Anyway, Bill and his friends will always have a kindly feeling for the editor. And, then, I might have been in that game, myself.

Yes, I believe that attitude of the editor should be that of a friend to all of his readers. It is inevitable that he will make some enèmies, but these need not be many. He can be a welcome caller in almost every place and be met with a smile in place of a scowl.

This can only be done by "putting yourself in his place." Know what your reader thinks and feels and try to think and feel as he does. But you must have the "milk of human kindness" in your heart before you can do this.

Well, the President's instructions were to "cut it short." So, in conclusion, I will repeat that an editor's "attitude" toward his readers should be that of a friend.

Amen.

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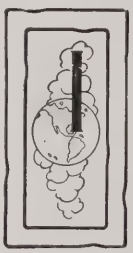
The Newspaper as a Constructive Force

An Address deliver by Edward Albright, The News, Gallatin, Tennessee, on Friday, April 24, 1914, at the Annual Meeting of the National Editorial Association, Houston, Texas.



N his day Horace Greeley of honored memory said, "The whole continent is but a whispering gallery for the press." At St. Louis in 1904 Mr. John Hay, opening the World's Press Parliament, said: "Society is constantly dependent in most of its manifestations upon the activities of the Fourth Estate. In an address before this Association at its annual meeting in Minnesota, Archbishop Ireland said: "The Newspaper of today is preëminently the mentor of the people; it is read by all; it is believed by nearly all; its influence is paramount; its responsibility tremendous." To an audience at Sidney, Australia, a few weeks ago, Prof. Walter Williams, foremost among modern teachers of journalism, said: "There is more power in the continual work, day by day, of the press than in the battleships that may move in your majectic harbors or the guns that crown your hills."

These expressions caught at random from the history of the passing years are but suggestive of a universal sentiment.

In this, the morning of the twentieth century, it were trite to say that morally, socially, politically and industrially the newspapers constitute the greatest constructive force of the age.

A stranger in need of legal advise rushed up to a resident of a southern village and asked, "Who is the best lawyer in this town?" "I am," said he. "Oh, you are! Well, how can you prove it?" "Don't have to prove it," replied the person addressed, "I just admit it." The Press is the world's greatest constructive force. It doesn't have to prove this statement. It modestly admits it.

In the days of Daniel Webster, John C. Calhoun, and Henry Clay the forensic efforts of public men in the halls of Congress and upon the hustings was the guiding force in the settlement of great questions of National political policy. Now, in a large measure, the press has taken the place of the orator in the propogation of political doctrine. In proof of this changed condition it is necessary only to recall the fact that Col. Roosevelt, Secretary Bryan and Senator LaFollette, foremost among the present-day exponents of our various schools of political thought, are numbered among newspaper workers and by right are entitled to membership in this Association. When you call upon your Congressman upon

the occasion of your next visit to Washington, observe his office littered with newspapers from his district and from the home state and note the interest with which he peruses the news and editorial columns of even the poorest of the lot. He is seeking to know the drift of public opinion so that he may properly represent the sentiment of his district. In most cases he is a man with force of character and has his own ideas as to the merits of measures pending in Congress, but nevertheless he wants to know what the people at home are thinking. Newspapers make public sentiment and the law which finds its way to the statute book is but crystalized public sentiment. Otherwise it is short-lived.

Publishing a newspaper is a big business proposition and is fraught with grave responsibilities. As between the man on the big city daily and the man in the country office, honors are about even. The former is but one in many, while the latter is many in one.

To measure up to its full privilege as a constructive force in its community, a newspaper must have, not only a reputation but a character for consistency in policy, integrity of purpose and honesty in its dealings with the public. Character is even more necessary to the success of a newspaper than it is to the success of an individual. In the realm of policy as to the kind of news published there are two formulas for success. One is to make it as good as possible and the other is to make it as bad as possible. It is heartening to know that with the passing of the years the number of the former is growing larger and the number of the latter is growing less. In a recent editorial the Saturday Evening Post said, "Twenty years ago big city newspapers regarded a hanging as the most important news of their day. Elaborate preparations were made to cover the event with the greatest possible wealth of ghastly detail. In the early morning hours messenger boys raced back and forth between busily writing reporters in the jail and the newspaper office.

When the trap was sprung the city editor sat with his ear at the telephone, his nerve taut ready to rush an extra to the street in three minutes ahead of his livest rival. If he were three minutes behind he felt forever disgraced.

The current apology was that a hanging was most important news in which the public was profoundly interested. The reason for this profound interest was that for a month beforehand the newspapers had been whetting the public's curiosity, and of course the public was more or less interested.

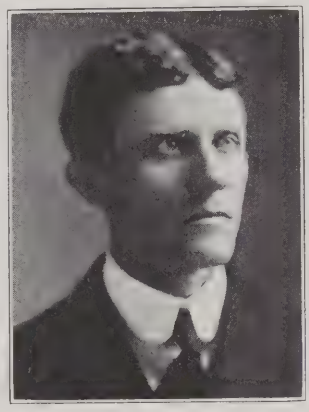
Nowadays in your metropolitan paper you see only brief mention of hanging—if you see any mention at all. The papers have found other news for their readers and still the circulation grows.

A few years hence the leading newspapers will feel no more bound to print the details of a racy divorce suit than they now feel bound to print the details of a hanging. Printing wholesale details of crime and scandal is destructive to public morals and of itself breeds crime and scandal. It ought to stop. In that matter of news the paper should play physician to the public and give it what it needs for the creation of a healthy news appetite and not always what it wants.

To be influential a newspaper must be a financial success. If the editor cannot make it such he had better employ a capable business manager. With its office unkept, its employes unpaid and its bills in the hands of the sheriff it is about on par with an individual in the same plight. In this money-getting age mammon is not a god but a high priest in the temple of public esteem, and the newspaper that acts upon any other assumption will soon find its influence on the scrap-heap.

But there is a great and good book—read all too seldom by most of us—which says, "Man shall not live by bread alone." Very poor indeed in spirit is the publisher who is content alone with money-getting, when away to the horizon on every side the fields are white to the industrial harvest. Far above the satisfaction of financial success is the joy of seeing his industrial dreams take form and become living realities. The progress of our national life is fairly within the keeping of the men and women of which this Association is representative. Here and now we ought to resolve to do big things for this nation and to say that we have resolved to do them is to say that they are done. Our slogan for 1914-1915 should be "Clean News and Advertising Columns, and a movement, nation-wide, in promotion of scientific agriculture, good roads and better schools."

Farming and farm life are now being dignified and



Edward Albright

exalted as never before in our national history. The agricultural classes constitute a very large per cent of our population and upon their success depends, in large measure, the success and happiness of the whole people.

For a hundred years in many sections our farmers, in agricultural methods, have groped in the dark. The population of the nation is rapidly increasing. Constantly more people are being born, but no more land is being created from which to feed them. The area is fixed.

One hundred and sixty years ago the soldiers of England returning from foreign wars so increased the population that the problem of food production in England became serious. At that time wheat was giving returns of fourteen bushels per acre. This is about our present average yield. The advocates of scientific agriculture came to the fore and a new era in farm prosperity ensued. Today England averages forty bushels of wheat per acre and other crops in proportion. Did it pay? The same gospel of agriculture, with many valuable ideas added, is being brought to us today. As England was strengthened, fortified and made fruitful by the introduction of the principles of scientific farming, in like manner must America provide food for its constantly increasing millions.

Hand in hand with this subject comes the problem of good roads. Better roads are needed in every state.

The movement is nation wide. In the beginning our forefathers felled the forests and built cities. For sixty years the public has been building railroads to carry the products of the farm to the cities and to the seaboard for export. But a new era has dawned. It is an era of building highways from the farms to the railroads. No other line of public improvement is of more importance to the government. For no other department of the public service has the government done less. Read the record.

Beginning with 1900 and including 1912, we have expended on the army, exclusive of the support for United States Military Academy and the organized militia of the several states, territories, and District of Columbia, $1,084,727,583.36. On the navy during the same period we have expended for maintenance $654,356,014.99. And for naval equipment $414,672,273.70, or a total on the navy of $1,069,028,288.69. For the same period we have appropriated and expended on rivers and harbors $382,144,291.83, exclusive of about $400,000,000 on the Panama Canal. We have expended on Military Academies about one million and one half dollars per year. On forts and fortifications, including the year 1907 to 1913, $44,566,002.00. And during this period we have expended three million dollars on public roads in the Philippines and only one-half million dollars on the roads of our own country. Over the splendid roads of fourteen European countries the average cost of haul of farm products per ton per mile is a little less than ten cents. Over the roads of the United States the average cost of haul per ton per mile is twenty-three cents. Thus we see that with an average haul of ten miles we of the United States are paying on every ton of farm products brought to market a mud tax of $1.30. Can the newspapers of America make of themselves a force in building good roads? Yes. With tremendous force they ought to thunder these facts into the ears of the public and into the ears of Congress. Soon, then a great industrial wrong will be righted.

Ours is a Democracy and of large importance to a Democracy is the education of its people. Education develops the powers and capacities of the child and prepares it for making a living, for the duties and responsibilities of citizenship, for society and for destiny. If any child in America is denied this opportunity neither society nor church nor state can afterwards make good the loss. No democracy can stand without the universal education and trained intelligence of its citizenship. Very truly has it been said, "The development of the resources of the country and its increase in material wealth depend absolutely and solely on the education of the people, their scientific knowledge, their skill, their right understanding of industrial, economic and social conditions, and their good will." For all of this we depend largely upon our schools and for the publicity necessary to keep their needs constantly before the public our schools are dependent upon the Press. As the Press wages war for these public enterprises, it promotes its own welfare, for to the newspapers mud roads and ignorance are the greatest foes.

Members of this Association, as keepers of the public weal, your opportunities are unbounded. Day in and day out the Press, like a ponderous machine, stamps truth—or error—upon the minds and heart of the nation. You are a part of this machine. Act well your part. Give liberally of your space to the promotion of every worthy public enterprise, for thus it is your privilege to make the world brighter, happier and better.

"Local Advertising"

Address delivered by Senator Tom W. Perkins, Editor of the McKinney, Texas, Daily Courier-Gazette, before the National Editorial Association, Saturday, April 25, 1914.

SENATOR TOM W. PERKINS, former President of the Texas Press Association, and Editor of the McKinney, Texas, Daily Courier-Gazette, having been assigned the subject, "Local Advertising," addressed the National Editorial Association, as follows:

Mr. President, Ladies and Gentlemen: The committee and honored President of this Association, the greatest Association ever banded together for the benefit of those who are engaged in the high and honorable profession of daily, weekly, and monthly journalism have, in my opinion, assigned me the most difficult subject which has or can possibly come before the brains and beauty of this magnificent assembly: "Local Advertising."

I shall deal with this subject, in a heart-to-heart talk, as I deal with it when I come in daily contact with the business men in my little town of ten thousand people. I am a country publisher, living in a big, growing, country town; and have never tasted of the sweets and high-life-pressure of city journalism. Hence, to talk about city or New York advertising, like my friend, the honored president of this Association, would be talking about something on which I was not informed, for "small fish," like myself, had better swim in exceedingly shallow water.

We all know—if we do not know it we will soon find it out—that local advertising is the birth, sustenance, and actual life of our newspapers, for certainly no one ever made money by publishing a newspaper without advertising. As a general rule, the local advertising is just what the publisher, editor, or business manager of the paper makes it.

The perpetuity of this great American Republic depends absolutely upon the education of the masses. Educate the people, and a well-versed and posted man can sell them anything that has a reasonable amount of merit. Many men and institutions have grown rich on advertising, while others have sunk fortunes. The people—the American people—are easily deceived; but when once they cross the "Rubicon," you cannot deceive them the second time. You can fool a few people a part of the time; but you cannot fool and get by with even a majority of the people half of the time. We, as publishers, should teach, from the beginning that advertising in our papers, first of all things, bears the earmark: "TRUTH IN EVERY LINE." The majority of the people believe and trust the local advertiser; because, in nine cases out of ten, especially in a small town or city, they are personal friends, well-wishers and patrons. To exaggerate in your local advertising is most hurtful to both advertiser and publisher. Advertise what you have, be sure it sells for the price at which you advertise it, be honest with your patrons; and your customers will soon find you and believe what you publish. It takes two to make a deal; and, if you fool the public one time,

the public will not believe what you afterwards publish. Advertising is nothing less than a valuable part of salesmanship and its character; and, in order to build a successful business, its authenticity must be absolute.

The local advertiser, as a rule, gets the benefit of the full circulation of his medium; and, in this, has every advantage of the foreign advertiser. The home merchant is on the "ground floor," so to speak, and is there to "back up" what he advertises before you "hand over" your money. Indeed, the local advertiser, should appreciate the opportunity offered by the average local newspaper, I care not whether it be a small daily or weekly or a large daily or weekly or magazine. No business man need be afraid to publish and back up to the "last ditch," an honest advertisement.

A local newspaper, either in town or city, is generally recognized by the amount of local advertising it carries for its local merchants. I do not want you to think for one moment that I am against foreign advertisements. I am not. But no foreign advertiser, I will gain-

Hon. Tom Perkins

say, will use the columns of any local newspaper unless the local merchants first use it; because, if it would not be good for the local merchant, it certainly would be non-productive for the foreign advertiser. Foreign advertising, at a legitimate rate, is a great aid and benefit to the local newspaper man, I care not whether in the town or city. A newspaper that generally carries a good line of nice local advertising, is eagerly sought after by the foreign advertisers.

Advertising is a great science. No paper can run without local advertising, and be a success, for either the publisher or the reader. Educated people like to read well-prepared, entertaining and edifying advertisements. I take as much interest in nice advertisements as I do in wholesome reading matter. I would rather see and read an error in news columns, than to see an error in an advertisement. If you don't believe that the people read advertisements, just make an error in some dry goods merchant's ad; let that merchant lose from $50 to $100 on account of the error in your paper; and you will believe what I tell you.

That the Press of the United States—and that includes Texas—is the most solid and intelligent of any in the world, is my honest opinion. I was reliably told only a short time ago, that one Texas publisher had refused more than $40,000 in advertising in one year—more, my friends, than most of us country editors could hope to make in running a country paper before Old Gabriel comes along—"tooting his horn" for us to "come on in for keeps." The advertising he rejects is for whisky, opium, cancer, "quack doctors," and "get-rich-right-now" schemes, etc. That publisher tells me that he is running an honest newspaper, for an honest, appreciative public; that his readers believe in the paper and the paper believes in its readers. Hence, he is not going to be a party, just for a few paltry dollars, to help defraud and deceive the public with such stuff; because it is not, in his opinion, the right kind of advertising to go before the homes and firesides of the people of the greatest Nation in the world—a God-loving, God-fearing people, like we have in Texas.

And, my friends, that publisher is right. His paper—one of the greatest south of Mason and Dixon's line—is one of the most widely read; and carries as much local advertising as his large presses can print, with the number of pages that the paper contains daily and semi-weekly.

I know of nothing better for the benefit of local advertising than the "Ad Clubs," which have been organized all over this Union; and, naturally, this includes Houston and Texas. These clubs are members of the Associated Advertising Clubs of America, and are doing a great work. In several states, as most of you know, they have caused laws to be enacted, and I am pleased to tell you that they are working on it in Texas—against UNTRUTHFUL ADVERTISING. They are educating and helping the publishers and advertisers by hard study and the exchanging of ideas. They are creating more interest among the advertisers and causing more and better advertising. These Clubs, in my opinion, deserve great and everlasting praise and the financial and moral support of every local advertiser and publisher.

Advertising is not a "game," as it is sometimes called, but it is a field in which the great work of cultivation has just begun. These Advertising Clubs are also great "eliminators," but they, my friends, always "eliminate" the bad and endorse the good. They are death to the "grafter"; but eternal life to honest, legitimate advertising. We, as members of the great National Editorial Association, the highest and most honored Association of its kind in the United States today, owe the local Ad Clubs of this and other states a debt of gratitude for the great work they are now doing and have planned to do in the future.

Local advertising, in the local paper, is the most direct of any kind, as the people always seek the home paper first. They buy it to read; it is not forced on them by the persistent solicitor, who gives a small housekeeping outfit with each year's subscription. Hence, the circulation of the local home paper, whether large or small, is, generally speaking, of a very fine quality.

You get local advertising from the local merchant. Therefore they are the ones that you should first see, first patronize, and whose friendship and good-will you should cultivate first. If the local merchant is a success, he is, nine-times-out-of-ten, a live one. Hence he is an advertiser, and you get local advertising from him. No sheriff ever takes charge of a live-wire business concern; and no live-wire business concern is ever against advertising. We then conclude that the local merchant, and the local newspaper, are ever battling for the common cause of each other. Be honest with your local advertiser, honest with yourself, and every enterprise and everybody will be served and happy in the end.

The Value of a Woman's Page

Paper prepared by Caroline A. Huling, and read at the Convention of the National Editorial Association, held in Houston, Texas, April 24, 1914.

THE value of a woman's page may be considered from several points of view. First should be its value to the newspaper in promoting the circulation and otherwise. It is well known that without advertising few publications could exist, much less pay dividends to their owners, thus it is imperative that every effort be made to increase the returns to the advertisers from the announcements made through the several publications. The first question asked of an advertising solicitor is "what is your circulation?" and the second is, "What is the character of your circulation; to what class do you cater?"

Of late years the fact that women are the disbursing partners in the matrimonial alliances has been made plainly apparent and the statement frequently is made that women do three-fourths of the buying for the family. In most families it is probable that the husband buys but little more than his own garments and in all probability he consults his wife before buying them. It is the average family of which I am speaking and it is the average family that is in the great majority of buyers. The very rich and the abjectly poor may not be considered, since they rarely read advertising matter. Thus it is well understood that advertising must be addressed to women in promoting the sale of family supplies.

The daily or weekly newspaper of general circulation must cater to all members of the family and latterly the necessity for a special department, with articles addressed particularly to women, has become a feature of all up-to-date local papers. More depends upon the conduct of this page than generally is understood. The agent handling large advertising accounts looks over the papers submitted to his inspection with a request to use space therein, with great care. Undoubtedly he is more critical of the woman's page than any of its feminine readers. Thus it must be prepared to suit his ideals. The local merchants also consider this department, though it is probable that they judge more by direct results than by inspection of the articles on this page. Upon a favorable verdict from these two classes of space-buyers largely depends the prosperity of the publication.

Thus it will be seen that the live editor makes an effort to interest women in his paper, and most of them rely mainly upon their "Woman's Page" to gain the interest of feminine readers. Where a woman's Club exists that is influential in the community, the editor must look well to all reading matter if he desires to gain the goodwill of the women. An editorial favoring any object in disrepute with many women will antagonize them and result in direct financial loss to the paper. Ignoring the activities of women will be equally disastrous, as some editors have learned by costly experience. That this is a fact all advertising experts recognize.

A few years ago one of the largest dailies in the city of Chicago boasted that not one woman held a place on its editorial staff, and now it features the names of a dozen or more in its daily and Sunday issues. Its woman's page undoubtedly is the best in the country, yet thoughtful women query several of what the editors may deem its most popular, or best, features. This of itself is ample attestation of the value of a woman's page to a great metropolitan daily. If the woman's page did not pay it is obvious that the shrewd business men publishing such papers would not include them in their pages and devote valuable space, as well as pay large sums for the matter to fill them. So much for the value of a woman's page to the newspaper. The evidence in its favor is conclusive.

The value of a woman's page to its readers is quite another matter. No class of persons can possibly be so abreast of the times as newspapermen. They have their fingers on the pulse of public opinion and are quick

Miss Caroline A. Huling

to respond to the change in sentiment of a large number of persons. This is evinced by the remarkable advance in the matter of the enfranchisement of women. We in Illinois who have but lately received all that the legislature could confer in the way of making the state truly a government of the people, are gratified at the changed aspect of the press regarding equal suffrage. Nearly every paper of prominence now devotes considerable space to news of the movement, realizing its value as news matter and regardless of the views of the managing editor. The subject is too great to be ignored, though reports may derive some coloring pigment from the minds through which they filter in reaching the people; this is but natural for editors are human. We who are so well acquainted with the fraternity would hardly expect them to be angels, especially as they daily are thrown into contact with "devils!"

That the most intelligent women are chagrined and disappointed at the disproportionate amount of space given to fashions is a fact that editors must arouse themselves to consider. Many women readers willingly would dispense with several other departments on which male editors pride themselves and which are tolerated by women only because they know that some other members of their sex derives a living from catering to the idiosyncrasies of managing editors in this respect. In an age when so much attention is paid to the theory of suggestion and thought currents it is a question whether it is wise constantly to harp on the theme of "How to keep a husband's affections" from straying into an un-

lawful channel. This unduly popular subject (with masculine editors) has but little interest to the increasingly large number of single women who read newspapers. Also it is against public policy as a discourager of matrimony, since if it is so hard to keep a man's love after it is supposed to be won, the maiden is apt to question whether it is worth while to wast valuable time in making the effort to gain it in the first place. The blue pencil could be used to advantage in deleting much on this subject. The real womanly woman does not want to retain fealty that is kept under protest, as it were, and the most popular editor of such department has demonstrated this in her own matrimonial experience.

The beauty hints and instructions to young stenographers not to accept enticing invitations to luncheon with their employers also are irritating to sensible women. The word "economy" has become to many women as attractive as the traditional red sunbonnet to a "gentleman cow," since they long since wearied of being the only member of the family partnership to practice that exasperating virtue.

It is an excellent sign of the times that the newer word, "Efficiency," is being applied to household affairs. So strongly, however, has the former word been entrenched in the estimation of the powers that be (those who sign the checks) in newspaper and syndicate offices, that we poor space-writers have done our share to vex our sisters because it was almost a sure thing, in the way of acceptance of a manuscript, if so rung the changes on this overworked word and prepared a spacious essay on how to make over father's trousers and get whole suit of clothes for Johnny out of them. The check was sure to come, no matter if the story was written by a spinister who had never put a stitch in a musculine garment in her long life. Even the feminine editor of the "page" must defer to the whims of the man who pays her salary.

Then the household hints are so enlightened and illuminating—to male readers. We women have gotten tired of reading how to clean costly fur rugs by mixing a paste of plaster of paris and water and allowing it to "soak" for half a day before attempting to remove the stony mass that assuredly would leave the skin devoid of its natural covering. It is strange that this formula should bob up serenely every little while. To the initiated it is a sure indication that the woman's page has a bearded editor, no woman would write such nonsense, for she would be better acquainted with the properties of Plaster of Paris than to confuse it with fullers' earth. Dear editor, if you feel that "household hints" are essential to the proper conduct of a woman's page, please have a woman to edit them. Most women, though not graduates of a school of domestic science, know better than to advise the use of a teacupful of soda to a pint of milk.

Next to the man at the head of a fine family, who derives great pleasure from reading the woman's page, especially the "household hints," no one enjoys them more than the capable woman whose carefully prepared and really useful articles are uniformly rejected. Her sense of humor is well developed and if she does skip the "funny page," she finds plenty of smiles in the artless simplicity of the male-edited "household hints." It is said that a popular "home journal" has a large contingent of masculine readers who are steady first-nighters in the front rows of theatres noted for salacious productions.

About this time I can imagine some editors wondering what class of articles would be desirable for the woman's page if beauty hints, chats with young stenographers, the fashions, latest notes from Paris and—above all—the most cherished articles on Economy and Household Hints are to be banished. I do not say to dispense absolutely with these departments, for if not altogether edifying they are amusing and sometimes articles of real value creep into them. The scope of this page must be broadened and brought up to date. There are many subjects of vital importance hat have never been mentioned in the newspapers. "Is it possible? ! ! !" I hear with a long series of exclamation marks after the query. "What can they be?"

Let me suggest that a serious of articles on business law; or how to purchase a piece of real estate without being cheated, would be useful to a large number of women who have been kept in ignorance of business matters. The women who carry bank accounts and write checks in payment of their family bills, are growing in number, but there are comparatively few of them who understand how to use a bank as it is their privilege to do. There may be many men also who do not know the difference between a draft and a cashier's check, or an individual check. Not long since a draft drawn on a city bank was sent for deposit to a large bank in the same place, instead of treating it as a local check exchange was charged at the bank of deposit. In this case it was not ignorance but haste in making up the deposit, since it was taken for granted that the name at the head of the draft indicated a check.

Happily women are getting a greater insight into business matters and though they have been taught for ages to place implicit confidence in men, the "sucker lists" of fraud promoters contain almost as many names of men as of widows with estates in the probate court and young women who have inherited small fortunes. Not many years ago a large amount was raised to benefit the widows and other dependants of men killed in a great fire; the good men who had charge of this fund assumed that the beneficiaries were incapable of handling the money but the courts declared otherwise. There are some women who know the difference between stocks and bonds as investments.

One popular magazine has done a heroic work in discussing the laws of various states as relating to women, and thanks to the agitation thus created, the women of Texas, and other states, now may own their garments even though married. Perhaps most of them might have been like the man who cried at the eloquence of his lawyer in defending him for crime, they did not know how bad things were until The Delineator told them. That most men are better than the laws is a fact, nevertheless a few men there be who will take advantage of ignorance and will defraud women with the sanction of the law. It is a wise precaution to protect women by giving them the power of knowledge.

One great daily is doing valiant service in publishing articles that may save women and innocent children from the consequences of ignorance, through the knowledge of eugenics imparted in this department. As these articles are syndicated they reach a large number of readers. Nor should the valuable work of "Jane Eddington" be ignored, also the "Martha's Movement" department of another great newspaper, for these articles have a practical utility that is helpful to many housewives,

young and old. It is the constant reiteration of platitudes and the threashing of old straw in the way of "economical" suggestions in making over old garments from cloth so worn as not to last long enough to pay for the labor involved, that irritate sensible women whose sense of humor is not well developed.

The real value of a newspaper to the vast majority of women lies in the fund of general information gleaned from all of its pages, for women do not confine their perusal to the one page labeled for their exclusive edification. Book publishers state that most stories published for boys are read with equal interest by girls, and the same is true of the newspapers, for the wide-awake club woman of today is interested in political economy, sociology, the child welfare movement, local politics, the opening of the Panama Canal and in fact, like Terence, the ancient philosopher, nothing human, or pertaining to the welfare of humanity, is devoid of interest to her, for the modern woman is broad in her sympathies.

The Value of the Woman's Page lies in the diversity of its contents and how it represents the great questions of the day. To really interest women it should be modernized. Though "Kinder, kucken and kirche" are always of interest to the true woman, she cannot be restricted to her own children, kitchen, or the one religious body with which she affiliates. She cannot be happy while little ones of tender years work ten hours a day in factories, or her sisters are overburdened with domestic duties unlightened by scientific methods, and a church of another denomination, that is doing a good work, is burdened by a debt that threatens its life and usefulness. Mr. Editor, cut out the beauty hints, and don't discourage the single women by reminding us of the fickleness of men, and do tell us more of the wonderful activities of philanthropic and reform organizations. We want to read the papers and speeches of those who have given years of their lives to uplifting humanity. We do not care to see whole pages given to moving picture scenarios and the fine address of a great student dismissed without any notice, or at best a few lines, when the information and suggestions contained therein would have been of great value for others working along the same lines.

The average woman's page is a sad reflection on the intelligence of women in general, since it embodies the idea of the masculine editor regarding what is desirable for their instruction and delectation. We who write for our bread, butter and occasional piece of cake, well understand that our articles must be pleasing to the "man higher up," else the woman who nominally is in charge of the "page" cannot buy them. Happily for us these editors-in-chief do not realize that many women are interested in commercial agency reports and those relating to the markets and crop conditions. Advertising pages also closely are scanned by women, since most of us must make a dollar do the legitimate work of five, and we are deeply interested in new inventions that make life easier for all. We could dispense with the hideous illustrations that portray the monstrosities now deemed fashionable and which are foisted upon American women by Poiret, Redfern and some other masculine fashion-makers who like to bring cash to their own coffers and contumely uopn blind followers of an absurd vogue. The present extreme styles do not add to the beauty or attractions of any woman.

In conclusion, I want to say that despite the fact that a woman's page, as generally conducted, is of decided value to a publication and of doubtful value to feminine readers, women are the most constant and loyal readers of the daily press and have an undoubted and great influence upon the policy of the publications. While I would hesitate to cast the responsibility of formulating the policy of some publications upon my own sex, I realize that after all, women are different as well as men. There are women who refuse to use their brains and take their opinions from others just as there are men who blindly follow the leadership of political demagogues. One who claims liberty of thought for herself must concede the same privilege to others.

Every publication, no matter how false and degrading the policy advocated may be, has its following, for it takes all kinds of persons to make up the world, therefore it is safe to say that women have a part in shaping the policy of all publications. Without the assurance that women do read newspapers, no advertiser catering to the trade of women would buy space in them. The editor who shapes his policy to obtain the favor of the greatest number of refined women will secure the circulation that ensures profitable advertising patronage. Thus virtue will be rewarded and a fine bank account will add to the satisfaction of a good conscience. These are the most substantial tributes to the value of a woman's page.

TYPE FOUNDRY HEADS LUNCH TOGETHER

It was the privilege of Mr. Benjamin S. Herbert of this journal to take luncheon with the department heads of the American Type Founders Company, at their large factory building in Jersey City, recently.

The luncheons are held each work-day in a cheerily decorated room on the second floor. A splendidly-equipped kitchen is a natural accessary, the product of which is becomingly of the highest type of culinary art. That great American staple (pie), though prepared and served in a type foundry, was very decidedly unlike the "pi" usually met with where type is handled,—it was even a delight to look upon and decidedly satisfying in the course of its disposition, or to carry the comparison further, distribution.

These daily luncheons are occasions for the meeting of those responsible for directing the activities of this greatest of all enterprises of its kind in the whole world. The regular comparison of notes, the easy interchange of information, though accompanied by good-humored chaffing, the meeting with the kindly, genial president, Mr. Nelson, have far-reaching results, a fact easily perceptible to a guest.

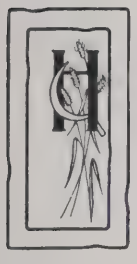
This dwelling together in unity, as one large family, promotes harmony, perfect concord, and highest efficiency. The department heads learn to know one another in a way which would otherwise be impossible. The undercurrent of good-fellowship cements their plans, purposes and ambitions into one complete whole.

The department heads present upon this occasion were as follows: Mr. R. W. Nelson, the President, and Messrs. L. B. Benton, J. T. Murphy, Benj. Kimball, W. S. Marder, W. F. Capitain, H. O. Barth, F. B. Berry, C. C. Marder, W. A. Parker, M. F. Benton, H. L. Bullen, C. S. Mills, Oswald Schraubstadter, J. R. Merrick and W. E. Kelley.

Old Wine in New Bottles

By H. M. Nimmo.

From an Address before the National Editorial Association at Houston, Texas, April 25, 1914.



HOW many times in a day, a week, or a month, do you meet people, sincere, fair-minded people, who speak quite candidly about "the commercialization of the press"?

Can you recall any time or place where the opportunity to refer to the decadence of journalism or the imperfections of newspapers has been altogether neglected?

Is there any reason why your friends should continually remind you with a pitying smile or a grave shake of the head that Greeley and Godkin and Dana and their brethren were indeed great men?

Why does public sentiment seem to respond so quickly to the suggestion that the greatest news-gathering agency in the country is unfair in its reports?

Have you considered why Congress and the state legislatures are being asked so frequently to enact laws regulating the business of newspapers?

Making allowance for all unreasonable criticisms and all ancillary causes is not the prime reason for this interrogatory attitude of the American public to be found in the fact that confidence in the American newspaper as an unselfish and altruistic institution is unprecedentedly weak? And, is it not true that this is in part the price we have paid for our success in establishing newspaper-making as a profitable business?

When you look your newspaper critic in the eye and proceed to analyze his idea of the commercialism of the press, you presently find that he does not charge the American newspaper with crass venality—though he occasionally does that—but rather with seeking financial success first, and the public welfare afterward. It is a compliment he pays to the American newspaper by measuring it in terms of his idea of a public servant whom he expects to be fearless, competent and wise under all possible circumstances. He will never attain his ideal, of course. We do not attain ideals in this world; we only approximate them. The ideal newspaper would win a verdict for perfection from every man, woman and child who could read the language in which it was printed. It could, therefore, be edited only by Omniscience. But the sincere critic of the American newspaper is entitled to a more mundane answer than that. If he has hinted at any real improvement in the American newspaper as immediately or remotely possible it is incumbent on the conscientious editor or publisher to grasp that improvement.

First of all, let us give our critics the benefit of not appreciating the financial requirements of the modern newspaper. It costs money to buy rapid-fire presses. It costs money to buy labor, print paper and ink. It costs money to get telegraphic news, if you can get it at all. It costs money to pay reporters and editors and writers and pressmen and printers and advertising solicitors. Horace Greeley and his friend, Story, could not start their New York Morning Post on a shoestring today. Nor could the New York Tribune be successfully founded in 1914 as it was in 1841 on $1,000. The man who operates a newspaper today must be sure of a large and uninterrupted revenue, and he must get it from advertising; and if he is operating a paper that is dependent on quantity of circulation for its service to the advertiser he must publish something that the largest possible number of people will read. No wonder the modern editor abhors making enemies! No wonder that he so often feels constrained to "give the people what they want"! No wonder advertising has become the foundation stone of modern journalism!

But our critics are not answered. They know the American newspaper collects and prints more news and fresher news than ever before. They know that cable and telegraph and wireless systems for transmitting news now cover the civilized world. They know that printing machinery of all kinds has been highly perfected. They know that the price of the newspaper has reached a minimum. But in spite of all this development and accomplishment they point the accusing finger at us and declare that we have left undone those things which we ought to have done. To put this accusation or allegation into concrete form let us turn to that extraordinary book called Crowds, in which Gerald Stanley Lee has attempted to visualize the full spirit of modern America. Mr. Lee says:

H. M. Nimmo
Detroit, Mich.

"Our journals have fallen off * * * not only in moral ideas (which everybody realizes), but in brain force, power of expression, imagination, and foresight—the things that give distinction and results to utterance and that make a journal worth while. The editorial page has been practically abandoned by most journals, because most journals have been abandoned by their editors; they have become printed counting rooms. With all their greatness, their crowds of writers, and masses of readers, and piles of cablegrams, they are not able to produce the kind of man who is able to say a thing the kind of way that will make everybody stop and listen to him, cablegrams and all. Horace Greeley and Samuel Bowles and Charles A. Dana have passed from the press and the march of the crowd through the miles of their columns every day is trampling on their graves. The newspaper is the mass machine, the crowd thinker. To and fro, from week to week and from year to year, its flaming headlines sway, now hither and now thither, where the greatest numbers go, or the best guess of where they are going to go; and Personality, creative, triumphant, masterful, imperious Personality—is it not at an end?"

Mr. Lee will not find fault with us, of course, because God did not endow each and every one of us with the

personality of a Greeley or a Bowles or a Dana. But he can find fault with us, and legitimately, if we are not giving to our publications such quality of personality as we have. Are we doing that?

Who are the most conspicuous newspaper editors before the country today? Watterson of the old school, and Brisbane of the new. When we have named them we must stop to think of some more. Presently we think of Harvey and Hapgood, and Lorimer and Sullivan. But they are not newspaper editors. They are weekly and monthly editors. Is there any significance in that? Why do we turn so quickly to periodical journalism to find notable personality? Is the American newspaper no longer hospitable to personality? Why, with so many newspapers, do we produce noteworthy newspapermen in numbers so astonishingly small?

Let our critics not forget that the modern newspaper does not lend itself to the enlargement of the individual as did the newspaper of other days. Increasing size and function and activity has made the modern newspaper necessarily a thing of organization. It is a group of editors, instead of an individual editor, who writes and dominates the larger modern newspaper; and though we cannot always name the dynamic figures in these groups, though we may never hear their names, we can feel the pulsation of strong personality as we read the best pages of their journals.

But let us not forget that when the defense has rested its case, it remains true that we editors have not been putting into our newspapers such quality of personality as God gave us. Too many journals "have been abandoned by their editors." The editor has been busy with other things. He has been turning businessman, frequently of necessity and frequently by choice, interesting himself primarily in advertising receipts, carrying the burdens of the circulation manager, and sitting up nights with his bank account; or he has been devoting his entire energy to the collection of news—or what passes as news.

Important items, these; and essential to the existence of a newspaper. Mr. Greeley, for instance, went to the other extreme; and being forever engrossed in his purely editorial duties he managed without much difficulty to remain sloughed in debt through many of his most active years. Nevertheless, we must be fired with some of Greeley's journalistic passion if we are going to prevent American newspapers from degenerating into "printed counting rooms."

Organization has begun to overreach itself in the newspaper office. It has begun to generate a spirit of routine and commonplaceness. The work of news-gathering has become so well organized that the scoop is a term in ancient history. Special newspaper features, from the grotesque comic picture to the Bible lesson in the Sunday issue, have been so well organized that you can buy them by the yard at bargain-counter prices from a string of highly prosperous syndicates. The syndicate will supply you with a mother-in-law joke or a paragraph on Patagonia. The syndicate will even supply canned editorials for the editor who is too preoccupied to write an opinion or two. The editorial column is the gold-headed cane in the inner hall of many a journal, carefully preserved as an emblem of present respectability and past glory, and never used except on St. Patrick's Day, the Fourth of July, or Yom Kippur.

Standardization has struck the American press with a mathematical chill. American newspapers are coming to be more and more alike. They are taking their place in local merchandising alongside of Uneeda Biscuit and Shredded Wheat and automobiles and stoves. Except in rare or unusual circumstances they refrain from taking sides on dangerous issues and seldom jeopardize their popularity. They have become, by and large, the everyday organ of the everyday man, performing at the cheapest possible cost a maximum of service in the dissemination of news and the selling of goods. They are sure to be more popular instead of less popular, and more serviceable to their communities instead of less serviceable.

But this is the old wine in the new bottles—that just in so far as the American daily neglects to give the American public the very heart and soul of its editor or editors—the fearlessness, the scholarship, the aggressiveness, the intellectual integrity that is theirs—just so far will the city weekly that aims to perform this mission, grow and thrive and be strong.

You cannot compress the human spirit into highly organized and standardized and geometrized newspapers. It must have utterance. It must have a voice. It always has had. It always will have. Newspapers may change, but the eternal verities of life remain. Ecclesiastes told us this long ago:

"The thing that hath been, it is that which shall be; and that which is done is that which shall be done; and there is no new thing under the sun."

One of the things that have been, and which shall be again and again, is the creation of new and more satisfactory forms of expression when they are needed by the race of men. If the hieroglyphics of Egypt and the tablets of ancient Rome had been equal to the needs of mankind we would not have printing presses and newspapers today. Conversely, if the editors of today were equal to the needs of mankind we would hardly be reminded so painfully and so frequently by our friends of the comparative greatness of the editors of other days. If the American daily were equal to the needs of all Americans today we would not be witnessing the rise of the city weekly. If the city weekly fails to do those things which the dailies now leave undone it will fade from the face of the earth, and a better vehicle of expression will take its place.

We may not hope to enter the pantheon of American journalism. But we can give ourselves to our proper work, never using one hand where we can use two; we can learn from those who have led the way to the heights; we can count ourselves members of no mean profession; we can serve our country more earnestly and more generously than we have ever served before.

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NEW ZEALAND PRINTER-PUBLISHER WANTS SAMPLES OF NEWSPAPERS

Mr. John Ward, a printer and publisher, whose address is Esk Street, Invercargill, New Zealand, writes substantially as follows: "I am enjoying your splendid, inspiring and optimistic journal and especially am interested in your articles on news and news-getting, although I have read Shuman's and Professor Williams' fine books on journalism.

"I shall be happy to send samples of representative New Zealand newspapers in exchange for papers issued by schools of journalism or any magazines dealing with news and its presentation."

"The Editor's Wife"

By Mrs. Lee J. Rountree, Georgetown, Texas.

MR. PRESIDENT and Members of the National Editorial Association:—In all proper fairy tales, the kind-hearted fairy always gives to the child in the story some priceless boon. It is usually beauty, riches, or long life, for they seem to be the most popular gifts, but if I could go back to the age of fairies today, and could have some choice attribute conferred on me, it would be that of courage—courage to meet whatever ill or good might betide me for appearing before this body of learned and gifted writers, for it is with fear and trembling I do so, lest I am found out.

Some time ago I was visiting in a far-away city with a party of friends and among the number was a very noted writer. On more than one occasion I was mistaken for her, and when she was told of the fact, she said: "Just another instance of mistaking bigness for brains." It was Lincoln who said: "You can fool all of the people part of the time; part of the people all the time; but not all the people all the time."

When the invitation came for me to read a paper, "The Editor's Wife," I was away from home. The editor accepted, and my first intimation of it was some two or three weeks later, when it appeared in the published program. So in my coming before you, I am meeting the first prerequisite of being an editor's wife, do what you are told to do, regardless of whether you can or not, for "mistake, error is the discipline through which we advance."

My experiences as an editor's wife are limited, in that I have had only one and he a Texas County Editor.

So the story runs, some twenty years ago, an impudent, thoughtless, careless, gay girl was discovered in a city of small proportions. Not by a statesman, a preacher, a saint, or philosopher, but all in one—just an editor. Three years later they were married and ever since I have been very closely attached to an editor. My air castles had been built for pink teas, knowing the celebrities, free from everything and doing the gaieties in general. I was not a writer then, now or never will be one. It was far from any thought of mine that I should ever have any part in making the paper, further than caring for the Editor's personal wants when he would return home at eventide, tired out from a tussle with competition, and caring for his home in the usual way of womankind, but necessity, the mother of most genius, has had me play the part from writing editorials to the devil himself, and I do not know but what I prefer the latter.

Well I remember now the first time the Editor left town and put me in charge of the office to hold things on the level until his return. The Country Editor is supposed to be some kind of encyclopedia or Bureau of Information for his community. He gets the credit of having the brains of the family and all bow to the might of his pen. Do you know, they wouldn't even take a check I signed for him, and as to paying me a bill—never. They would wait and see the Editor. I learned then it wasn't what you knew but what people thought you knew.

It was a typical July day, and you who live in Texas know what that means, during the democratic primaries for Governor, press day, and no business, and I was met with the command to write something, for there was no copy. I had never written for publication, I couldn't, I didn't have anything to write about. I could make up the mail, fold the papers, wrap the bundles and address them. I had proven adept in this long before, but this was a new task thrust on me.

I leaned over the desk writing and scratching in and out, until my back ached, my eyes ached and most certainly my heart ached for the Editor to be there, when in walked a man introducing himself as a candidate for Governor and wanting to see the Editor. I told him the Editor was out of town, but I was his wife and if I could be of service to him would be happy to do so. He was very sorry the Editor was away, for he was a stranger in the town, knew no one except the Editor and he was very anxious to meet some of the voters. I always did have persuasive powers, so I suggested if he would wait I would go and see what I could do about

Mrs. Lee J. Rountree of the Georgetown, Tex., Commercial

rounding up the crowd for him. Shortly after I returned, boot-blacks, peanut vendors, politicians, bankers, farmers, merchants, ministers, all swooped down on the office to meet the distinguished visitor. While they talked I jotted down exactly what each man said and who said it, of the political situation and his candidacy. in that day papers came out in big black headlines: "Prominent Men's Opinions of Political Situation in Williamson County and Texas." The day was saved for me and for the governor (for he was afterwards elected) but I doubt if the Editor could ever have been, had it not been proven beyond any question it was written by just the editor's wife.

Stern reality has brought me to know that in no sphere does women feel so closely the heart throbs of all humanity and prove her superior adaptability as that of being an editor's wife. She must be as variable as a Texas April zephyr, as soothing as a summer shower, as cold as a December day, or as warm as toast, and in each variation disclose a new charm. Whether grave or gay, in all her mood, she must meet in a pleasing way.

To understand an editor is better than to condemn him! To love an editor is better than to abuse him! To

make an editor better and happier is the noblest work of any woman. Girls, try it—And live happily ever afterwards.

"The Editor's Wife."

I have searched the dictionary
For words to rhyme with wife,
I have looked till my eyes are weary,
And I found only "life," "rife," "strife."

I have stretched poet license
Till the thing was fit to bust,
And in prose I've tried to write it,
'Till I gave up in disgust.

For she is something more than human,
Though she's something less than man,
And I'll try my best to paint her,
Though my lines, they may not scan.

She is a mighty good example
Of this complex modern life;
She's of industry a sample,
Is the Editor's capable wife.

When you're born, she's first to welcome
With the greeting of a friend;
When you die she still pursues you
With a write-up at the end.

She juggles well with adjectives
And adverbs, too, she knows,
She conciliates the public
And likewise the editor's foes.

'Tween times she does society
And then she has to write it,
And if there is a wedding
'Tis her duty to indite it.

She reads the proofs full often,
And she soothes the printers' wrath
When the pi is almost hopeless
And the hour for press is past.

There are few jobs in the business
Which she can't do in a pinch,
And the editor without her
Would be "in bad." That's a "cinch."

She's had little time for leisure
In her useful, happy life,
For her job, it keeps her busy
Just being an editor's wife.

Oh, no, I'm not a poet,
You may safely stake your life;
But my subject, well I know it,
For I am an Editor's Wife."

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UNIVERSITY CALLS PITTSBURG EDITOR

With the beginning of the fall term at Ohio State University, Joseph S. Myers, managing editor of the Pittsburg Post, will become director of the University School of Journalism. His selection was announced at the university today. It was stated that he had agreed to accept the place. Mr. Myers was graduated from Ohio State University in 1887. He was born in Columbus and began newspaper work there.

"Journalism in the Far North"

Address before the National Editorial Association, by Mrs. Mary E. Hart, President Alaska Cruise Club, and Vice-president Pacific Coast Women's Press Association.

Mr. Chairman, Members and Friends of the National Editorial Association:

AM glad to be the bearer of greetings from Hon. James Rolph, Mayor of San Francisco, with a most urgent invitation, that you hold your next convention in that city during the Panama International Exposition, which invitation I sincerely hope will be accepted:

MAYOR'S OFFICE
SAN FRANCISCO

April 14, 1914.

Mr. J. Clyde Oswald, and Delegates to the National Editorial Association, Houston, Texas.

GENTLEMEN:—In behalf of the citizens of San Francisco, I beg to extend to you a most cordial invitation to hold your annual convention for 1915 in this city.

San Francisco at that time will be acting as host to the world, in connection with the Panama-Pacific International Exposition, which is to open February 20th and close December 5th, 1915. The City feels that, during that year, she can offer more inducements to conventions than can be offered by any other city in the United States.

As the building of the Exposition has already progressed to such a stage that its success is absolutely assured, those familiar with the plans for its construction and management are confident that it will be the greatest exposition ever held.

San Francisco, the metropolis of the west, famous as "the city loved round the world," is itself worthy of a visit, at any time, but, during 1915, it will be the mecca for pilgrims the world over, and I sincerely hope that you will accept this invitation which I am sending to you through the courtesy of Mrs. Mary E. Hart, of this city.

Yours sincerely,
JAMES ROLPH, MAYOR.

I also bear the greetings of the Alaska Cruise Club, and the Pacific Coast Women's Press Association which are in brief as follow:

San Francisco, April 13, 1914.

To the National Editorial Association, Greetings:

We, the undersigned, representing the Pacific Coast Woman's Press Association, do hereby send fraternal greetings to the National Editorial Association, by our Vice-President, Mrs. Mary E. Hart, with the expressed hope that your next annual convention may be held in our city of San Francisco, during the coming Panama-Pacific International Exposition.

Yours with best wishes,
MRS. I. LOWENBERG, President.
MRS. W. C. MORROW, Corresponding Secretary.
MRS. JEANNE E. FRANCOEUR, Treasurer.

And now to my subject: "Journalism in the Far North."

The first newspaper in Alaska was established in Sitka in 1867—a weekly edition—not larger than the double-page of a magazine, but from this small beginning has sprung a mighty journalistic tree, with branches that reaches to the remotest distances of our great northern territory—these distances that Alaskans fondly hope will soon be encompassed by means of the "Iron Trail," since Congress has so recently passed our Alaska railroad bill; and right here I wish to state that the Alaska press was one of the greatest factors in the securing of this government recognition, which means so much to our northern population and the world at large as well. Every little settlement has its weekly and all the larger towns daily papers, and these publications now have associated press service, so that our people are up-to-

date on news of the outside world. The new gold strikes are duly chronicled and as our northern press is conservative, and it is well known that no wild-cat schemes are advocated, our people trust their published statements, and have no hesitancy in casting their lots with other stampeders to any new "diggins" that may be noted as promising by the editor. The society and club "doings" also have space in our dailies, for Alaska towns have their club and other social functions, and the society matrons have the same weakness for seeing their names in print as do their sisters of the "outside"—term applied to any United States possessions outside of Alaska. In all of my fourteen years of wanderings over our northern territory, I only came across one native woman who evidenced this so-called weakness, (if it be a weakness to desire just meed of praise for deeds accomplished and I do not so consider it). Her name was Palagaia Makrikoff Antesilook Anaok—better known as "Sinrock Mary," "the Reindeer Queen of Alaska," as she

Mrs. Mary E. Hart, Alaska Tourist and Lecturer

is the proud possessor of over one thousand reindeer in her own right, being the wealthiest native woman in all that country. She had come with her retinue to Nome on a bridal tour, on the occasion of her second marriage to Anack, a young Eskimo of her tribe, and the happy pair were encamped upon the sandpit lying between Bering Sea and the Snake River, not far from my own little newspaper office. Learning of this and knowing that I was a personal friend of the bride, the editor of the "Nome News" sent a messenger with the request that I interview the newly-weds, and secure their photographs for the following day's edition, which I proceeded to do, readily gaining their consent when I made clear to the bride that her picture with that of her new husband accompanied with a nice "write-up" was to appear in print.

I turned in my story and the photographs, and the next day a copy of the edition was brought to my little office, and there on the front page appeared the article just as it had been written, with a reproduction of the photograph of the couple—a very good one—but I scrutinized the latter dubiously, for the staff artist not being content in simply reproducing the photo, had surrounded and embellished it with a circlet of very fat cupids with exceedingly diminutive wings. There were over twenty of these little love messengers gaily gyrating around the newly-weds, but I looked at them disapprovingly, vaguely sensing some resulting unpleasantness, and my intuition proved correct. While I was still examining the picture, my office door was thrown open without the ceremony of a knock, and in came the enraged bride, who had been all amiability the day previous. She violently shut the door and stood with her back against it, confronting me with a vicious glare that boded no good, and I noticed that she held in her hand a crumpled newspaper. "Won't you sit down" I faltered, but she only stamped her mucklucked foot and continued to glare. "Won't you have some kowkow" (meaning anything to eat) I said ingratiatingly—another stamp of the foot and a decided negative. "This is fine weather," I ventured weakly, for I was beginning to feel quite alarmed, there being only one egress from my office, and that marred by the biggest and maddest Eskimo woman that I ever saw—in fact, she looked to me ten feet tall—as she stood blocking my doorway; still no reply except a muttered growl accompanied by a recurring stamp of the muckluck. In desperation I extended the paper toward her, saying with all the cordiality that our strained relations permitted, "did you see this nice picture of yourself and Anack?" and then the storm burst forth in all its fury. She straightened out the crumpled paper which she had held all this time in her own hand, and with her finger traced the circlet of cupids, demanding in a voice of thundred, "What that mean?" "What does what mean?" I weakly answered, hedging to gain time. "Mickannies-heap fat babies—me and Anack got no babies—what that mean?" I strove to find words that to her limited understanding of English would convey the correct meaning, while mechanically I answered, "Those are not babies—they are cupids." "What's cupids" came back at me with suddenness that fairly took my breath, but I had recovered my poise and while I knew that she could not fully comprehend the meaning of my words of explanation, I felt that along with them I might convey it telepathically—and I did. "Cupids are little love-gods," I answered; "not babies; see their wings," and I traced the very diminutive appendages that had escaped her notice. "Little love gods," I kept repeating, to bring good luck to you and Anack," love gods," "love gods, good luck" "love gods, good luck," making of myself a human phonograph, until finally her face began to clear, and with the dawn of a full understanding, she beamed upon me, and clasping to her bosom the despised sheet she exclaimed, "How nice!"

A few months ago a mining man, who had just visited the former bride at Unalaklik, where her herds have been removed, said that he saw upon the wall of her igloo the once detested newspaper picture, all yellowed with age, and that Sinrock Mary pointed to it with pride, and tried to tell him its history. I hope soon to have the pleasure of again visiting this woman, whom I consider my best native friend in all our northland.

The Alaska editor, as a rule, is not the proverbial "poor man," and his subscriptions are never paid with potatoes, pumpkins and other garden truck, as is sometimes the experience of the country editor in "the states." On the contrary, in the early days, I have often seen subscriptions paid in gold dust, and the Alaska editor has a chance to "be in on the ground floor," in every new strike, and secure good holdings along with the best of the experienced "sourdough miners," because they trust him, and are not averse to letting him in on a good thing when new "pay dirt" is struck.

There is something about the spirit of the North that inspires the artist, the poet, and the writer of fiction. It is this inspiration back of those wonderful glacial paintings by Theodore Richardson, and the Alaska mountain views of Katharine Delaney Abrams. It was this spirit that prompted Sam C. Dunham to write his "Goldsmith of Nome" and "The Men who Blaze the Trail," and one of his poems, "Alaska Uncle Sam," is a veritable heart-cry for justice at the hands of a formerly neglected government. This spirit breathes in every page of the writings of Robert Service, the "Kipling of the North," whose "Songs of a Sour Dough," "Ballads of a Chechako" and "Spell of the Yukon," are known and quoted in every mining camp.

Russell Bates' crude little volume, "The Man on the Dump," appeals directly to those who dig for gold and is one of the recent publications. It was this spirit that inspired Jack London to write his "Call of the Wild," the most wonderful dog story ever written. "White Fang" and many others, and also Rex Beach in the "Spoilers," "The Barrier," and "The Silver Horde." In "Kin-da Shon's Wife," by Mrs. E. S. Willard, there is a mysticism—a blending of the legendary with the real—that holds the reader spellbound throughout the little volume. I too have felt this inspiration, and the longing to return to the quiet and the peace—the "Great White Silence" of our Arctic Winter.

On one occasion, when I was down in "the States," and navigation was closed, and I knew that I could not leave for the North until the following summer, I experienced a veritable attack of homesickness—a desire to get away from the sham—the passing show, back to the land where human beings ring true, and are bonded together in one great brotherhood, each striving to help the other, and to wrest from the bosom of mother earth the yellow gold that brings comfort and happiness to the loved ones "outside."

The following verses were written on such an occasion, and I have entitled them:

"The Call of the North."

From Bering's shores, where weirdly gleams
Aurora's mystic shimmering light:
Where Luna's cold reflected beams
Illume the long drear winter's night,
Comes wafted on the Southward breeze,
A cry, as to a wayward child,
"Come back—Oh, wanderer of the seas,
Return where all is free and wild."

"The Great White Silence" calls "Come home."
I give you peace—why linger then?"
I bow my head; too far I've roamed,
No laden vessels Northward trend;
For ice-locked is my Arctic land,
And many moons their course must run,
E're summer waves her beck'ning hand;
And shines again the midnight sun.

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"A MORAL AND RELIGIOUS GUIDE."

Belleville, Kan., April 4, 1914.

National Printer-Journalist, Chicago, Ill.

Dear Mr. Herbert:—I am handing you herewith check to cover another year's subscription to the printer-publisher's moral and religious guide. It has grown to be a "household necessity."

With personal regards, I am,

Yours truly,

A. Q. MILLER.

The Building and Holding of the Country Weekly Circulation

Address delivered at the Meeting of the National Editorial Association at Houston, Texas, April 25, 1914, by E. R. Purcell, Publisher Custer County Chief, Broken Bow, Nebraska.

EVERY publisher who has had experience in pushing his circulation to the limit in the field he covers, knows that while it is difficult to build such a circulation, to hold it means that the paper must measure up to a high standard of news efficiency. It is easy to get and to hold subscribers who make your town their trading place, or who have formerly lived in or near your town. But if you secure and continue to carry on your list the names of one or two thousand people who do not come to your town on an average of once a year, you have got to spend money to secure these subscribers and then deliver each week a paper that will appeal from a news standpoint to the subscribers in the far corners of the county as well as to the ones living only a mile, or a few miles distant. A merchant doing a business of $25,000 a year could handle twice the business at a small additional expense and for that reason can well afford to spend money to get that extra business. Just so with the newspaper. The publisher with a thousand subscribers and a ten-cent per inch rate, will find his income very different if he doubles his list and adds 5 or 8 cents to his rate. It is far easier to get advertising at 5 cents than it is at 10 cents, providing you can show up the list that will command it.

When President Oswald assigned me the topic, "The Building and Holding of the Country Weekly Circulation," he indicated that he wanted me to say something about my own experience, and I therefore trust you will pardon reference to myself and my paper. I am located in a town of 2,260 population, according to the 1910 census. My circulation has been above 3,600 for the past three years and for six years past it has not fallen below 3,000. The subscription price since I established the paper twenty years ago and more, has always been one dollar and fifty cents and I have built this circulation with my competitors selling their product at one dollar a year, more than nine-tenths of this time. I mention this to show that it is not necessary to run a dollar paper in order to meet competition or to build up a list.

I believe in certain kinds of contests, in honest premiums and in good solicitation and have tried all of them with success. My first spurt in circulation building was through a solicitor, whom I kept in the field for a year, and during that time he added 927 new names. He worked mostly in territory beyond the limits of where my town drew its trade. At the end of this year's work, I announced the results in a full-page ad, publishing the names and addresses of the 927 subscribers. This I found brought direct results to my advertising columns. Owing to the success I met with in this campaign, I decided to try for the largest country weekly circulation in my state and in three years' time I had it.

I have run six contests, putting up pianos, motorcycles, Shetland ponies and cash. These contests I have always conducted myself, never allowing a contest company or individual to run them for me. In my first con-

test I spent about $400 in prizes and took in approximately $5,000 and put 803 new subscribers on my list. This was more business than I was entitled to, according to the prizes offered, but the friends of the contestants seemed to want to spend their money, and the contest got exciting. In the other contests I took in from $2,500 to $3,500 in each one and booked from 200 to 600 new subscribers. I find that cash prizes are very attractive. On one occasion I put up $500 in cash, three hundred of which was a first prize. I find it a good policy to give two prizes of equal value, one to contestants in my home township, or precinct and one to contestants in the county outside of the township. I have done this on three occasions. There is always danger of some one contestant getting so far ahead that it discourages the others. With two departments as above mentioned, the newspaper has two chances to win. In my last contest this very thing happened. I put up two beautiful Shetland ponies. They were prize winners at the State Fair and

E. R. Purcell

worth $300. One of the township contestants proved himself a wonderful hustler and got his competitors completely scared out. I met this condition by putting up a third pony. In a few days everybody was at work again and the contest had a whirlwind finish. Had I put up one big prize, an automobile for instance, and gone up against this condition, I would have had to spend more money than the contest warranted. I think the contest should be a subscription contest only and believe it a great mistake to include advertising, job work or merchant's coupons. The last-named is generally full of troubles. I do not cut the rate on long-time subscriptions and will not allow any one to pay more than five years in advance on any one subscription. I believe in spending any price up to fifty per cent of a year's subscription to get a new subscriber on my list. After he is there for a year, it then depends largely on the strength of the paper whether I hold him or not. I have used small premiums with good results, but prefer to have the premium so small that it will not influence him when he pays his subscription a second time.

I do not believe in any clubbing proposition. The six papers at the price of one does not look good to me. It is far better to send out sample copies and circular letters telling about the good qualities of your own paper than it is to build up some household journal or farm publications.

My subscription collections, from old and new subscribers, have cost me from about eight to about twenty per cent, it varying in the different contests.

Of the several subscription building and collecting methods I have used, I like the contest the best. I think it is the cheapest and I find it is the means of getting subscribers who live twenty or thirty miles distant that a solicitor or a circular letter could not touch.

A circulation that is at or near the top in its class, be it the big daily or the country weekly, is a newspaper's greatest asset and the publisher who gets and holds such a circulation, has a dividend as certain as that derived from government bonds, provided the other departments of his business are properly conducted.

And now a word about the holding of the circulation. It is the same old story. You must deliver the goods. You positively must give your readers a readable paper, filled with news that appeals to them. My subscription earnings are a trifle over five thousand dollars annually. I can afford to get out a good paper, or in other words, I cannot afford not to get out a good paper. I keep from sixty to seventy-five country correspondents on my list and publish each week from twenty to thirty news letters from them.

It costs me about one thousand dollars a year for help in my front office and it is the best money I spend. It means that my news service is properly looked after each week and that a certain amount of soliciting is done. It enables me to devote the time that is necessary to the business end. If I had a circulation of twelve or fifteen hundred I could not afford this expense.

Opinions differ largely in regard to the features and policies of the country weekly and I do not think my way is the only way. I devote practically my whole news space to the news of the county. I do not maintain an editorial page and I pass up partisan politics and state and national news, except in cases of startling events. I cannot compete with the state papers on this class of news and they cannot compete with me on the news of my county. I handle local political news and publish all the political announcements that I can get. After securing all the town, the county and the country correspondent news that my force can bring in, I then glean from my county exchanges. There are twelve country weeklies published in the nine towns of my county, outside of Broken Bow. I clip local news liberally from each of these, always giving credit, of course. This I condense in six point. In this manner every bit of important county news finds its way into the columns of my paper and I am able to serve all my readers who live within the borders of my county.

About seven years ago I broke away from the job department and since that time have devoted my entire time to the building of the newspaper business. The change has been most satisfactory to me, but I realize this is not possible in every shop or every town.

When I commenced my circulation building I was using hand composition. Since that time I have worn out a Junior Linotype machine, and am now handling my news and ads with a three-deck Model 8 Linotype, which is being paid for by my "Additional" subscribers, those that are hard to get and who are located in the far corners of my county.

These are the plans I have pursued in building and holding my circulation. Whether or not they are feasible, I must leave you to judge.

Note.—Other papers read at the N. E. A. Convention will appear in the June number of the National Printer-Journalist.

National Newspaper Conference

Under the Auspices of the University of Kansas and the State Editorial Association

Three hundred Kansas editors have written for reservations for Kansas Newspaper Week. The railroads are considering the proposition of giving each editor in the state transportation to the University to attend this meeting on an advertising exchange basis. If such an arrangement is made, every mother's son of the 713 Kansas editors will be on hand.

Between forty and fifty national journalists have accepted invitations to make addresses or to take part in the discussion. William Allen White, Arthur Capper, Henry Allen, and ten other Kansas editors will occupy Lawrence pulpits on the Sunday of Kansas Newspaper Week.

This gathering will be something more than a gabfest. The officers have three aims: First to show to the editors of the state that system and efficiency in the back office must precede editorial efficiency. Mr. E. E. Sheas-

Professor Merle Thorpe
Lawrence, Kan.

green, Marco Morrow, J. C. Morrison, Ed. Howe, and others, all specialists in their lines, will conduct the short courses. Second; to emphasize to the editors that the newspaper is not a private concern, financially or politically, but a great public service utility. Third, to stimulate and accentuate professional pride.

The University sent out 1,000 letters to Congressmen, Senators, judges, ministers, educators and other public men, asking them to set forth the most vital problems of the American press. Over two hundred replies have been received, many of them containing valuable suggestions, which will be incorporated in the program.

The following is the plan and Tentative Program:—A National Newspaper Conference, at which prominent state and national editors will lead discussions on press problems and a Kansas Newspaper Conference, a four-day session of newspaper study, will be held at the University of Kansas, Lawrence, May 11-14. This dual program was unanimously endorsed by the executive committee of the Kansas State Editorial Association as a fitting preliminary to the annual meeting of the association.

The University is attempting only to systematize the usual questions brought up at state and district editorial meetings, bringing in the best men in the country who have specialized in various phases of newspaper work to conduct the classes and lead the discussions. Four regular classes will be held from 8 to 12 each morning.

The afternoon will be given up to the National Newspaper Conference, at which the vague and the specific charges against the American Press will be examined. It is the hope of the University that, in furnishing an opportunity to meet and discuss fairly the criticism against the newspaper, together with the half-baked legislation proposed to regulate it, the editors and their friends will be assisted in formulating plans for bringing about a better understanding.

National Newspaper Conference.

Monday, Tuesday, Wednesday, Thursday, 2 to 5 o'clock. The following subjects have already been suggested for the discussions:

Is the newspaper a private business or a public utility? Is the municipal newspaper a failure? Would an endowed newspaper in time, as in the case of the endowed university, win public confidence? Should the postal regulations requiring sworn statement of circulation and ownership be extended? Should government agents verify circulation statements?

Can the newspaper man, under present conditions, hope to attain professional standing? Is the proposed legislation to license newspaper men desirable or practical? Is the adoption of a code of ethics advisable and feasible? Should a newspaper publish reports of crime? When is a newspaper justified in suppressing the truth?

How does the annual expenditure of a billion dollars in advertising affect the cost of living? What legal restrictions should be made to regulate and improve advertising? Should the publisher, by law, be responsible for the advertisements he carries?

How can the country editor help in the merchant's contest with the mail-order concern and the parcel post? How can the country papers get national advertising?

General Lectures:

Each evening will be given over to addresses on newspaper problems by editors and laymen of national standing.

Kansas Newspaper Conference—Course of Study Including Lectures and Discussions.

Printing Costs:

Monday, Tuesday, Wednesday, Thursday, 8 to 9; (The actual operation in cost finding will be made during the lectures and sufficient blanks and forms will be furnished by the Department of Journalism to enable the editor to start the system in his own office, the Department standing ready to assist in checking up blanks, etc., by correspondence and if necessary by personal visit.) Principles underlying all cost systems. Application to printing business. Adapting system to small offices.

Advertising:

Monday, Tuesday, Wednesday, Thursday, 9-10. Selling newspaper space. Things the editor must tell the merchant about the science of advertising. Preparation of copy. Advertising that draws trade—why? Things the country editor ought to know about merchandising.

News:

Monday, Tuesday, Wednesday, Thursday, 10-11. System in news-gathering. Writing and displaying the news. The human element in local news. Community service.

Newspaper Costs, Accounting and Typography:

Monday, Tuesday, Wednesday, Thursday, 11-12. Cost of white space. Circulation problems. Simplified newspaper accounting. Making the paper attractive typographically.

A New York Printer After Business

One printer in New York City, at least, is after business with a vengeance, and he has used a meat-axe in cutting prices, as his method of getting it. While in the New York Postoffice the other day a representative of the National Printer-Journalist noticed a blotter upon a writing-desk with these startling words in red ink: "Printing at Half Price." He was astonished with this much of the blotter's message, but gasped as he continued in his reading and found that the printer was advertising 1,000 letterheads for one dollar and a half ($1.50) and billheads, cards, and envelopes at the same rate.

To convince himself that a man doing business in New York as a printer—in the city renowned for its men of shrewd business ability and where there are more printers' trade papers to the square mile than any other place on earth—he called at the address named, climbed a flight of stairs, after dodging a hoisting-rope and one or two other obstructions, opened a door and found what some one evidently intended to be a print-shop.

The new-comer was confronted by a man who spoke with a foreign accent and a slightly nasal tone. He seemed pleased to learn that the distribution of his blotters was bringing customers. (Doubtless if he knew what his costs were he would feel otherwise).

The investigator told of finding the blotter and of the interest aroused, and then asked for samples of the stock which the printer expected to furnish at the prices named. While the man hunted around for samples the visitor "sized up" the place.

Off in one corner was a rack in which were perhaps fifteen or twenty cases, to the left were three platen presses that may have been new a little earlier in the century. Two boys appeared to be trying to start one of the machines. The floor of the shop was littered with paper. Here is the blotter:

PRINTING AT HALF PRICE

1000 Letterheads	$1.50	1000 Envelopes	$1.50
5000 "	$7.00	5000 "	$6.25
1000 Cards	$1.50	1000 Typewritten Letters	$2.00
1000 Billheads	$1.50	1000 Blotters	$2.00

All other printing at proportionally the same rate

Multigraphing, Addressing and Mailing

CENTURY PRINTING CO.

44-46 DUANE STREET, NEW YORK

TELEPHONE 2224 WORTH

A sample of 16-pound Hammermill Bond was submitted for the letterhead and a good grade of XX, 6¾ stock for the envelope. These he agreed to furnish at the rate of $1.50 a thousand each! The stock on either one of these pieces of work was alone worth half of what he was asking for the completed job!

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MISSOURI PRESS ASSOCIATION TO HOLD EXPOSITION

The Missouri Press Association, comprising over four hundred of the most progressive newspaper men in the state, has made arrangements to hold in St. Louis during the week beginning September 14, 1914, or thereabouts, a Printing and Advertising Exposition.

The Ben Franklin Club, Advertising Men's League, City Press Club, Business Men's League, all of St. Louis, and the School of Journalism of the State University at Columbia, have endorsed the project and each has appointed representatives to assist in carrying it out. No expense or labor will be spared to make this exhibit and convention week the greatest ever held west of the Mississippi River.

This Exhibition will be held in the great Coliseum Building in St. Louis, the management of which has agreed to co-operate with the Press Association in every way. The Missouri Press Association is sending invitations to the State associations in the Missouri territory—Kansas, Colorado, Nebraska, Oklahoma, Texas, Arkansas, Louisiana, Mississippi, Alabama, Tennessee and Illinois. We have already received assurances from two of the state associations that they will come in a body, and there is no doubt that practically every newspaper and printing plant of any consequence in these states will be represented.

The hundreds of progressive printers and publishers of this territory have never had the opportunity of attending such an exhibition, and having read of those held in the East, they are naturally anxious to see for themselves the modern machinery, appliances and methods for the printing and publishing trades.

The sessions of the Press Association, the Ben Franklin Club, the Advertising Men's League, and the other associations, will all be held in the Coliseum. Every entertainment and social feature for the printers and publishers will be held in the Coliseum Building.

A cafe offering the best service will be installed and meals and lunches will be served at popular prices. Everything will be done to keep the visitors in the building.

Space for exhibitors is now being offered at advantageous rates.

The officers have already received assurances of exhibits from several leading manufacturers. They expect to issue the first general bulletin within a short time. Those who reserve space at once will be announced in this bulletin, as well as in the frequent bulletins that will be sent out.

The Missouri Press Association, one of the oldest and strongest associations in the United States, is endeavoring to keep in the lead in the advancement of the printing art. This exposition will not be held as a money-making scheme, the association not wishing to make a dollar profit out of it, but we wish to show members and neighbors that in order to keep pace with the times it is necessary to keep familiar with advances being made in every direction, especially along mechanical lines.

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CHICAGO BEN FRANKLIN CLUB BANQUET

The Ninth Annual Banquet and Ball of the Ben Franklin Club of Chicago will be held on the evening of May 7th in the Gold Room of the Congress Hotel, Chicago. Mr. C. G. Dawes, Ex-Comptroller of the Currency, and now president of the Central Trust Company, will be the speaker of the evening on the subject of the new currency bill. The tickets are $3 each person and the banquet will be at 6:30 and the grand march at 9:30. The entertainment committee which is responsible for the promise that this will be one of the most successful banquets of this club is as follows: E. J. McCarthy, Chairman; George H. Benedict, J. L. Thompson, A. W. Michener, J. H. Rook, C. A. McFarland, F. J. Shead, Franklin Wanner, Fred S. Dresskell, B. F. Chittick, G. P. Soule, Cliff Hunn, C. H. Duboc, H. G. Proser, E. C. Rooks, V. F. Bloom, H. E. Delbare, B. S. Herbert, R. I. Stearns, J. B. Dreyden, W. T. Leyden and R. F. Welsh.

RAVENSWOOD STATION, CHICAGO, ILLINOIS

Entered at the Chicago Postoffice as Second-class Matter

BENJAMIN B. HERBERT - - Editor and Publisher
BENJAMIN S. HERBERT - - - - - - Associate
WM. E. HERBERT - Supt. of Mechanical Department

Official Paper of the National Editorial Association
Member Ben Franklin Club of America, Chicago Trade Press Association, Illinois Press Association, Order of Pica, New York State Press Association.

Published Monthly.

ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION

SUBSCRIPTION RATES—In the United States, Cuba and Mexico, $2.00 per year. Canada, $2.50 per year. Foreign subscriptions, $2.85 per year.

CHICAGO, MAY, 1914

This number of the National Printer-Journalist contains a quantity of information and suggestion which should be worth the price of the annual subscription to any printer or publisher. The contents of this issue of the magazine are not meant to be of an entertaining nature. As usual, in keeping with the policy of the journal since its inception, the material presented is serious.

The successful conduct of business generally requires application of principles which have been proved by years of trial to be safe. The man who does not consider his occupation seriously has no permanent place in the printing or publishing business. A trade journal, therefore, devoted to this most important and useful calling, must necessarily present that which shall be of greatest possible benefit to its readers.

The printing and publishing offices in the smaller-sized cities of this country are coming into their own. With the removal of large manufacturing plants away from metropolitan centers to the smaller cities, a change in conditions has been gradually taking place.

The larger offices are beginning to experience a change, the full significance of which they have not appreciated. Some of them have adjusted themselves to conditions which were thought peculiar to their own enterprises, and others have adopted new policies, changing the class of work handled. In many cases specialization upon particular kinds of manufacture has resulted.

The offices in the smaller cities are developing into manufacturing plants and have business of a more substantial character. The newspaper departments in many offices have made better showings in their business management, the installation of cost-finding systems and the introduction of more efficient methods of operation have altered the complexion of financial statements.

The smaller shops everywhere, outside of the large cities, have taken on new life and the reflex action attendant upon encouragement has revived managements that were growing "stale." The old adage, "nothing succeeds like success" has had many practical demonstrations in scores of printing and publishing offices within the last few years.

A reference to the "Typo Credit Book," which is generally accepted as the commercial agency for the printing industry, confirms what has been said. The State of Michigan, for instance, contains offices which are thriving wonderfully. Some of them are doing work for large Chicago firms. Lithographing, calendar and novelty companies in states like Ohio and Indiana, most of them located in cities of less than 200,000 population have flourished and prospered to a surprising degree within a brief length of time.

In places the size of Des Moines, Iowa, (population, 87,000); Grand Rapids, Mich. (112,000); Dayton, Ohio (116,000); Omaha, Neb. (124,000), the printing industry is one of the most dominant.

These cities, selected at random, have many printer and publisher residents who ride in automobiles and who are looked upon as leaders in the local commercial circles.

Des Moines, for instance, has five printing houses, each of whose capital exceeds $100,000; one of $75,000; five from $30,000 to $50,000, and eighteen capitalized at from $1,000 to $25,000. The credit rating of all of these instead of being "poor" as is the case of a high percentage of the offices in cities like New York and Chicago, is "fair" and in most cases "good," "above normal."

According to a recent report of the Chicago Association of Commerce, $48,000,000 are invested in equipment in about 1,400 printing establishments, producing an annual output valued at $75,000,000. To manage these requires 1,550 executives who have under their control 10,000 skilled mechanics, whose salaries are over $15,000,000 a year. Fuel and power requires $650,000; rental of space, $1,500,000, and material, such as paper and ink, $20,000,000.

BUSINESS MANAGEMENT

ED. E. SHEASGREEN, *Editor*, 1603 MONADNOCK BLOCK, CHICAGO, ILL.

ERE is a little story that it might be well for the printers of the United States to know and to study.

First, however, let it be said that the printing industry is not the only industry where rotten competition and dishonesty among its fellows prevails; it is not the only industry that knows not its cost, though the printers have advanced along this line far from their old position; it is not the only industry that has its labor troubles; that has much to learn about "estimating"; about right selling prices, and not the only industry that has failures, with the one who fails blaming everybody and everything but his own ignorance for the failure.

No, nearly every industry in the United States, is in the same boat with the printing industry. Only the others are worse off—they have not had the drilling on cost that the printer has, but when those industries wake up, it is wagered many of them will out-strip the printer in installing cost-finding systems and applying efficiency.

The tent and awning business is identical with the printing business. Nearly all of those who engage in it come from the ranks, from the "cutting table," the awning wagon, the sewing machine, or the forge. It takes little capital to become a "business man" in the tent and awning line. Much estimating has to be done on jobs. Serious mistakes are consequently made as "estimating" is simply guessing. Much energy is spent in pursuit of that elusive thing "profit," and whole families are engaged in trying to capture it. A father in this line said one evening at a banquet—"Why, I do all the selling, my son handles the motor truck and assists in the erecting, and my wife and daughter do the cutting and sewing. You bet we can skin the life out of the BIG fellows and why should we not make a handsome profit?" When asked if the whole family got good salaries and wages, such as would have to be paid to "outsiders," he deliberately said "No! Why should they, the business is owned by the whole family." But he is one of the "line" that does not know his cost, consequently he does not know what right salaries and wages are, nor what PROFIT is.

Down in Louisville, Ky., a certain tent and awning man had a partner. The partner's interests had to be purchased by the senior member of the firm for the reason, it is alleged, that the younger man was interfering with the best interest of the company. The price was paid and the young man re-engaged at a very good salary for a year to act as a salesman for his old company. The senior member felt that the young man was entitled to all the help possible. Soon after the contract was made, the young man started another tent and awning business. Then the senior member of the old company sued, asking that a temporary injunction be issued against his new rival. The young man swore that he was not running the new business himself, only working there for others, yet nevertheless it appears that this same new company was under-selling to the old company's patrons, from 15 to 40 per cent, and the old company was not making money.

The following facts have appeared in all Louisville, Ky., papers:—"Judge Samuel B. Kirby of Louisville, sustained the motion of the Louisville Tent & Awning Co., the old company, for a temporary injunction against John C. Knabeschuh, restraining him from carrying on or engaging in any maner in the tent and awning business in the city of Louisville within a radius of fifty miles thereof from one year from August 5th, 1913. The defendant formerly was vice-president of the plaintiff company, but disposed of his holding August 5th, 1913, to the President of the company, under the terms of a contract it was alleged, he agreed not to engage in a similar business in Louisville or vicinity thereof for a period of one year.

"In his answer to the petition the defendant charged the plaintiff company with not acting in good faith in regard to orders he has secured for the plaintiff after the agreement had been entered into, and that as a result of such alleged wrongful acts he resigned his position as solicitor and agent, believing the purpose of the plaintiff company to continue to use him in such alleged fraud. Relative to the answer Judge Kirby says in his opinion the defendant has failed to show to the court's satisfaction that plaintiff has been guilty of the charges made in the answer.

"The defense has every earmark of a shallow pretense or, to use the vernacular, 'a frame up'. CLEAN HANDS MEANS a clear record with respect to the transaction with the defendant and not with respect to any third person. One who comes into equity must come with clean hands."

Yes, and the day is not far distant when not only judges, but all men will say and demand that not only when a man "comes into equity" must he "come with clean hands," but that when a man enters any business game, at any time, he must enter with, and at all times keep clean hands in every transaction with his help, with his customers, with his partners and with himself.

In order to have real "clean hands" at all times a man should know the true principles of cost-finding and how to apply them to his business.

"HIGH BALL BUSINESS"

There was a time when the more "high ball" business a salesman could get the better his house liked him. But that time has passed. There is nothing really gained by an institution having its representatives take a prospective buyer to a saloon or wine room, get him soused, keep him up until the wee hours of the morning and send him home in a taxicab or shoot him up to a room at some "down-town" hotel.

And neither is there anything gained by a "house" giving great wine banquets for whole conventions of prospective buyers.

Yes, they get "business" this way all right—but not of the kind that sticks, not the real "repeating" sort, and it is only "repeats" that pay.

Among the Associations

It is the present intention to hold a general meeting of all members of the Associated Nebraska Newspapers who can make it convenient to attend at Lincoln on May 15 or May 18. Secretary Johns has secured the consent of a member of a general advertising agency to attend such a meeting if dates can be arranged.

The meeting will be one of the Executive Committee. Meetings of the committee are not private, but are open to any newspaper publisher, and the committee desires to have the attendance of every member of the Association who can conveniently arrange to attend. The meeting will probably begin at 1:30 P. M. It is possible that an evening program may be arranged also to discuss business matters if enough publishers signify an intention to attend.

The large advertising agencies usually know more about newspaper-men's faults than they do about the good points of their service. Likewise newspaper-men sometimes magnify what they consider the faults of the advertising agencies, most of which look on advertising rates with suspicion and uncertainty. The committee hopes at this meeting to get publishers and at least one large agency together for a heart-to-heart. Information and mutual respect ought to result.

Somewhat in connection with this idea of getting together, the Executive Committee authorized Secretary Johns to visit a certain large advertiser, who carries considerable general advertising in Nebraska and solicit business for members of the association. What is everybody's business is nobody's business. The country paper has had no real representative. The general advertiser is a busy man. He and his clerks find it easier to turn their advertising over to a big agency and the agency finds it easier to spend the money in a big farm paper or a magazine than to deal individually with fifty or more country papers.

The Annual Meeting.

The Association started out last June through the appointment of an Executive Committee of five, the members of this committee being given free rein as to what they should do, or try to do, and what they should avoid trying to do. The members of the committee have felt some ambarrassment in certain matters and special responsibility because they were appointed because there was no authorized body to elect them at that time.

The first annual meeting will be held at Lincoln next June on some day during the annual meeting of the Nebraska Press Association. The two Associations Association have no direct connection, but are aiming to work in harmony, although in quite different fields, and by holding their meetings on the same dates it is hoped that the members of both associations will be accommodated. At the annual meeting in June the paid members of the Associated Nebraska Newspapers will elect officers, committees or whatever they choose to elect, and they can prescribe rules of conduct if they choose to do so. The labors of the present Executive Committee will end at that time.

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ILLINOIS PRESS ASSOCIATION TO MEET

The Illinois Press Association will meet in Chicago at the Sherman House for a two days' session, May 6th and 7th.

Mr. Charles W. Warner, the president of the Association, issued a strong letter, urging the support of the Association by every newspaper-man in Illinois. Among the striking sentences are these:—

Every newspaper-man in Illinois is receiving financial benefits from the work of the Illinois Press Association along the line of legislation for publicity. Publicity is popular with the people, and is becoming more so every day. They want to know where all the money goes, and there is much to do along these lines in legislation. Do not expect a few to do this for you; you must help. If you are not a member, go to Chicago in May and join. If you are a member, attend the meetings regularly and do your share. Don't say: "Oh, a few fellows run it, and I don't stand any show." Go and help run it. Those who are present run it, of course, because somebody has to run it, and the man who stays away isn't helping to do it.

The Association is non-political, and the two great political parties are honored by having the presidency each alternate year. There is no bitter feeling and no contests. All attend for the good of the craft. Every newspaper man in Illinois should assume his share of the responsibility.

The officers are: President, Charles W. Warner, Chronicle, Hoopeston; First Vice-President, Frank L. Shup, Press, Newton; Second Vice-President, J. E. McClure, Democrat, Carlinville; Third Vice-President, W. B. Davis, Democrat-Message, Mt. Sterling; Secretary, J. M. Page, Democrat, Jerseyville; Treasurer, S. J. Porterfield, Chronicle, Cullom.

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PAPER IMPORTS GROW

Total of 237,000,000 Pounds in First Five Months of New Tariff.

Imports of paper for use in the printing of newspapers and books aggregated 237,000,000 pounds in the first five months under the present tariff law, which transferred to the free list printing papers valued at less than 2½ cents a pound and reduced from an average ad valorem equivalent of about 15 per cent under the old law to 12 per cent the duty assessed on printing papers of a higher valuation. This total is double that for the corresponding period of a year ago. At the present rate of importation the total imports of printing paper in the fiscal year ending June 30 will approximate 535,000,000 pounds, compared with 120,000,000 in 1912.

The aggregate value of imports of articles connected with the paper industry, including, in addition to paper and paper products, pulp wood, wood pulp, and other paper stock, was $55,000,000 in the calendar year 1913. On the other hand, while the annual domestic production of paper and manufactures thereof had risen above $300,000,000 as far back as 1909, the exports in that line during recent years have never exceeded $25,000,000.

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FIRST USER OF WOOD PULP DEAD

Augustus Stanwood, who while watching hornets hunt their nests half a century ago, conceived the idea of manufacturing paper from wood, and thus became, it is said, the first producer of paper from wood pulp, died in his Brooklyn home recently. From old fence rails and dry logs the hornets observed by Mr. Stanwood scraped wood fibre and with it constructed their homes. In 1862 he built a wood pulp factory, which stands in Gardiner, Me. Before his discovery, paper was made chiefly from rags. Mr. Stanwood was born in Augusta seventy-five years ago.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

THROUGH an announcement in the March 19th issue of the Forest Grove (Oregon) Press the news is given that that fine publication by George Huntington Currey, which I have so much admired, has been purchased by Publisher A. E. Scott of the same city, and consolidated with the latter's excellent paper, the Washington County News-Times, with a copy of which

SOME ATTRACTIONS WE HAVE HERE: Pacific University. Accredited High School. Clamation Cream Condenser. The Best Soil In Oregon. Prettiest Scenery Extant. Purest Water on Earth. Municipal Power Plant. The Choicest Fruit Lands Anywhere. A Mad Climatic. Fine Paved Streets.

WASHINGTON COUNTY NEWS-TIMES.

Forest Grove Press consolidated with Washington County News-Times, March 9th, 1914.

FOREST GROVE, OREGON, THURSDAY, MARCH 26, 1914 VOL. XXVII NO 30

ORENCO WANTS A DRINK OF OUR MOUNTAIN AQUA

CONTRACT LET FOR CAPLES BUILDING

YOUNG GIRL SEIZED BY KIDNAPER AT HILLSBORO

FARMERS FROM UNITED STATES "IT" IN CANADA

LIVED HERE FIFTY-FIVE YEARS —TO LEAVE

LOCAL SOLDIER WAS PRISONER OF WAR

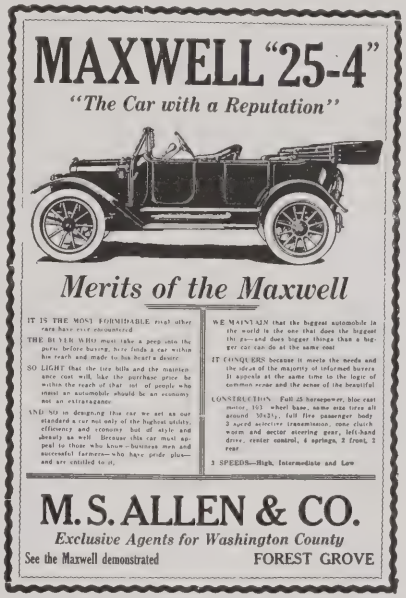
GRANDMA ONCE WALKED 555 LONG MILES

STRONG LYCEUM COURSE PLANNED

NEW MINISTER FOR CHRISTIAN CHURCH

No. 1

this department has also been favored. This latter publication is one of the very best of home weeklies. Its eight big seven-columned pages show every manifestation of modern mechanical and editorial efficiency. The splendid front page is presented in reproduction No. 1, a glance at which will show how newsy and neatly it is made up. Besides these many headed stories, as seen in this front-page picture, there is an abundance of short local items, an editorial page, correspondence, etc., supplemented with a liberal supply of advertising matter. Among the latter are to be seen many



MAXWELL "25-4"

"The Car with a Reputation"

Merits of the Maxwell

IT IS THE MOST FORMIDABLE rival other cars have ever encountered.

THE BUYER WHO must take a peep into the pure before buying, here finds a car within his reach and made to his heart's desire.

SO LIGHT that the tire bills and the maintenance cost will take the purchase price be within the reach of that lot of people who intend an automobile should be an economy not an extravagance.

AND SO in designing this car we set as our standard a car not only of the highest utility, efficiency and economy but of style and beauty as well. Because this car must appeal to those who know—business men and successful farmers—who have pride plus—and are entitled to it.

WE MAINTAIN that the biggest automobile in the world is the one that does the biggest things—and does bigger things than a bigger car can do at the same cost.

IT CONQUERS because it meets the needs and the ideas of the majority of informed buyers. It appeals at the same time to the logic of common sense and the sense of the beautiful.

CONSTRUCTION. Full 25 horsepower, blue coat motor, 103 wheel base, same size tires all around 30x3½, full five passenger body 2 speed selective transmission, cone clutch worm and sector steering gear, left-hand drive, center control, 4 springs, 2 front, 2 rear.

3 SPEEDS—High, Intermediate and Low

M. S. ALLEN & CO.

Exclusive Agents for Washington County

See the Maxwell demonstrated FOREST GROVE

No. 2

well set spaces, from which the accompanying specimen (No. 2) has been selected for reproduction.

✧ ✧

The more I see of the Southern newspapers, the more I am struck with their excellence and prosperity, and the more I wish that their circulation might be spread over northern territory, that northern men and women might acquire a more accurate conception of the importance and progress of the "New South." Surely the southern newspapers (and this Maury Democrat, of Columbia, Tenn., is no exception) if they show anything, show that the country which is supporting them is prospering even to a higher degree than some portions of the north, judged by the same barometer. Modern newspapers constitute the pulse of the land, particularly in a commercial respect, because the thrift and prosperity of the people is reflected in the advertising columns of their newspapers. Take this Maury Democrat, for instance, with its twelve all-home-printed pages of six columns each, and one is at once

convinced of the liberal patronage necessary to the production of such a sheet. The Democrat keeps its front page clear of display, gives a first-class news-service and maintains an excellent department of editorials, all of which is commendable. Presswork is somewhat defective and the mechanical make-up lacks system.

✧ ✧

A bright (but not a very sightly) publication is The Odebolt (Iowa) News, of which a copy of the April 2nd edition lies before me. By a printed confession of Editor David Phillips I see that the News has lately been having its troubles with a balky press fountain and a metal-pot under the new type-casting machine which refused to get as hot as its refusal to do

THE ODEBOLT NEWS.

OWNED IN ODEBOLT · EIGHT PAGES—ALL HOME PRINT · MONOTYPE

Vol. I ODEBOLT, IOWA, APRIL 2 1914 No. 4

SURPRISE THE MINISTER

Pastor and Mrs. Robert McIntoff Surprised by Many Friends

OVER A HUNDRED PRESENT

Presented with Purse and Large Gathering has Good Time

SABBATH SCHOOL MEET

Sac County Association Meets at Odebolt Two Days Next Week

SESSIONS AT M. E. CHURCH

Attendance Promises to be Larger and the Program Good One

SELBY AND STOLT LAND

City Election Proves to Be An Exciting Contest for Mayoralty

FREY LANDS ON COUNCIL

Stolt Becomes Treasurer and Frey Lands Place on the Council

Big Guns Coming

Still After School

Change at the P. O.

Wiseman to Run

Married.

Now in Shape.

$10,000 Damage

Deaths.

Iowa Elections.

Odebolt Markets

No. 3

so made the proprietor of the shop (judging him by myself under like conditions). Now, many of the displayed ads in the News are well treated and the pages generally are bright and attractive, with a very creditable aggregation of contents; so the first thing for me in order to square myself is an explanation of the above curt statement in parentheses—why isn't this publication sightly? To make my remarks more effective and comprehensive, herewith I shall include a reproduction of the front page (Exhibit 3). Even at a glance it must be conceded that the mechanical treatment of this page, so far as the make-up is concerned, is neat and symmetrical, therefore in what respect does any unsightliness appear? Simply in the darker masses or heads. Barring the superfluous period, the title, slogan and date lines are all very neatly and modestly arranged, the only suggestion needed being another nonpareil of space above and below the slogan; but the fault in this page all rests in the heads, where we find not only lack of system, but likewise lack of taste. For instance, see the double-deck heads, in which the two stair-step lines are entirely too short and often of uneven length. As a hint, suppose this head in the first column had read something like this:

LOCAL MINISTER
HAPPILY SURPRISED

or:

FRIENDS SURPRISE
LOCAL MINISTER

the effect would have been better and perfect enough for practical purposes. And, of course, in writing heads of this kind, care should always be taken against repetition of words of importance. The English language is sufficiently replete with synonyms to make such repetitions inexcusable. Next, take these heads, such as "Deaths," "Married," "Still After School," etc., some of them consisting of but a single word and others varying from that on up to nearly a full line—how slovenly such things look in a newspaper page! These heads are in entirely too large and bold a face, anyhow, the line used over "Presbyterian Church Notes" being far more appropriate and beautiful. Before leaving this specimen, however, I must praise Editor Phillips for his excellent editorial language, and for the intelligent way in which he writes up a news story.

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Peterson, Iowa, March 20, 1914.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sir:—Am a regular subscriber to the National Printer-Journalist, and take quite a lot of interest in your comments on newspapers sent you. Am sending you a copy of the Christmas issue I got out this winter. Give it the worst you can and I'll look for your comments.

Hoping to see your column on the paper in the next issue, I remain,

Very respectfully,
ARCHIE W. EVANS,
Publisher of the Peterson, Iowa, Patriot.

With reference to Brother Evans' Christmas edition of his Peterson Patriot, as a conscientious critic, I have to attest that practically the only commendable thing about it is that it is a Christmas edition—and I heartily approve of special editions of all kinds, because they show

enterprise on the part of the publisher. This holiday special of the Patriot comprised twelve pages in one of the Western Newspaper Union's highly colored covers, so popular with publishers all over the United States, last winter. There were a goodly number of full-page ads (depicting the thrift and progressiveness of Peterson's business men) but no special "straight matter," which I hold a special edition ought to contain to make it at all remarkable or in reality "special." Half of the reading-matter pages of this edition of the Patriot were ready-printed, and, aside from the fine showing of advertisements, about the only thing to the credit of the local editor were a few columns of local news items. And, by the way, Brother Evans, please drop that hackneyed, ungrammatical abortion of "S'MORE LOCAL" as a heading over your personal paragraphs. Presswork was well executed, but the advertisement composition, particularly in the larger spaces, was generally too much scattered and too weak in display, due to the lack of faces of sufficient size.

✧ ✧

Lyons, N. Y., March 21, 1914.

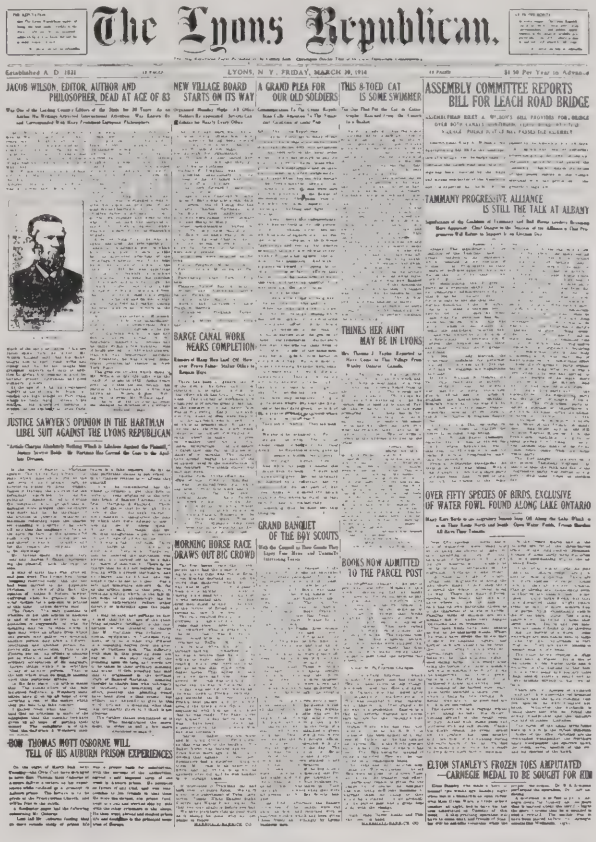
O. Byron Copper, De Soto, Wis.

Dear Sir:—Your reviews of newspaper in the National Printer-Journalist have interested us ever since we have been reading them, in the N. P.-J. We wish you would review our issue of yesterday, a copy of which is coming to you under separate cover. There is nothing special about this, but our readers seem to think we have gotten out a pretty good paper this week.

Hoping to see some remarks favorable or otherwise or whatever happens to be your opinion, in an early issue of the N. P.-J., we are,

Yours very truly,
THE LYONS REPUBLICAN CO.,
Wm. L. Cove? ? ?

I have next in this copy of the Lyons (N. Y.) Republican of March 20th issue, a home weekly of a pre-eminent class. An inspection of the reproduction of this fine big sheet's first page (Exhibit 4) which accompanies this paragraph, will convey some idea of the pre-eminence alluded to. With the highest degree of frankness I can avow that among American home weeklies it is not often that one encounters a paper that will compare in general excellence with this one. In scanning the Republican's generous pages I have found much to praise and little to censure. Editorial, and reportorial work, typography, mechanical make-up, presswork, advertisement composition—in the main, all seem to have received the classic touch of specialists. The scope and character of the news-service offered by this excellent weekly can be surmised by the glimpse here afforded of its remarkable front page, the unusual display of heads being both permissable and advisable in a sheet of so much available space—twelve all-home-print pages of seven columns each. With reference to these


The Lyons Republican.

LYONS, N. Y., FRIDAY, MARCH 20, 1914

JACOB WILSON, EDITOR, AUTHOR AND PHILOSOPHER, DEAD AT AGE OF 83

NEW VILLAGE BOARD STARTS ON ITS WAY

A GRAND PLEA FOR OUR OLD SOLDIERS

THIS 8-TOED CAT IS SOME SWIMMER

ASSEMBLY COMMITTEE REPORTS BILL FOR LEACH ROAD BRIDGE

TAMMANY PROGRESSIVE ALLIANCE IS STILL THE TALK AT ALBANY

BARGE CANAL WORK NEARS COMPLETION

THINKS HER AUNT MAY BE IN LYONS

JUSTICE SAWYER'S OPINION IN THE HARTMAN LIBEL SUIT AGAINST THE LYONS REPUBLICAN

OVER FIFTY SPECIES OF BIRDS EXCLUSIVE OF WATER FOWL FOUND ALONG LAKE ONTARIO

GRAND BANQUET OF THE BOY SCOUTS

MORNING HORSE RACE DRAWS OUT BIG CROWD

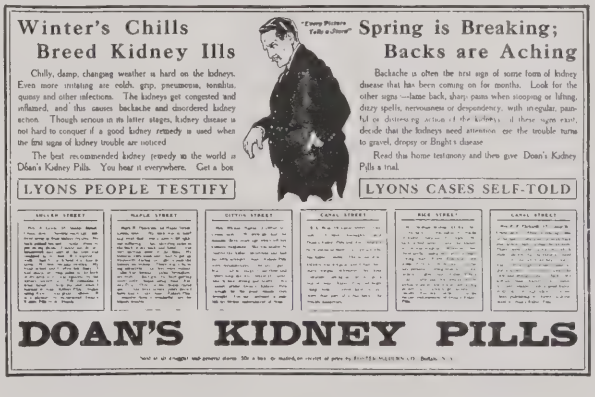
BOOKS NOW ADMITTED TO THE PARCEL POST

HON. THOMAS MOTT OSBORNE WILL TELL OF HIS AUBURN PRISON EXPERIENCES

ELTON STANLEY'S FROZEN TOES AMPUTATED —CARNEGIE MEDAL TO BE SOUGHT FOR HIM

No. 4

headings, I must comment adversely against the fact of insufficient uniformity of length of lines, although this is not the rule, but rather the exception. Sometimes this is apparently the fault of the compositor and at other times


Winter's Chills Breed Kidney Ills
Chilly, damp, changeable weather is hard on the kidneys. Even more irritating are colds, grip, pneumonia, tonsilitis, quinsy and other infections. The kidneys get congested and inflamed, and this causes backache and disordered kidney action. Though serious in its latter stages, kidney disease is not hard to conquer if a good kidney remedy is used when the first signs of kidney trouble are noticed
The best recommended kidney remedy in the world is Doan's Kidney Pills. You hear it everywhere. Get a box
LYONS PEOPLE TESTIFY
"Every Picture Tells a Story"
Spring is Breaking; Backs are Aching
Backache is often the first sign of some form of kidney disease that has been coming on for months. Look for the other signs—lame back, sharp pains when stooping or lifting, dizzy spells, nervousness or despondency, with irregular, painful or distressing action of the kidneys. If these signs exist, decide that the kidneys need attention, for the trouble turns to gravel, dropsy or Bright's disease
Read this home testimony and then give Doan's Kidney Pills a trial.
LYONS CASES SELF-TOLD
DOAN'S KIDNEY PILLS

No. 5

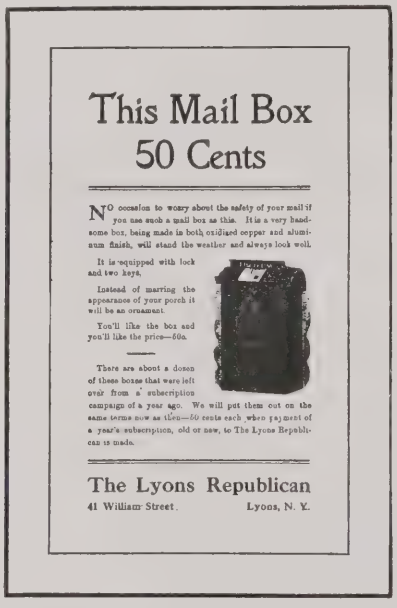
apparently the fault of the writer. The excellent presswork on this paper has not escaped my admiration any more than has the generally correct mechanical make-up, by which I mean that the larger ads are placed at the bottom of the page, with the smaller ads tapering toward the column tops, and all displayed matter, as a

rule, kept to the right-hand side of the page. It is a pleasure to read the news stories in this sheet, as it is also the editorials proper, so strictly proper and cultured are the idioms and

COME TO GENEVA
MARCH 28 TO APRIL 4
Merchants'
Spring Opening Week
(Under Auspices of the Geneva Chamber of Commerce)
All Stores Will Unite in a Grand Co-operative Spring Sale at Above Time. Every Effort Has Been Made to Make This One of the Big Events in Geneva's Commercial History
A Shopping Carnival!
In which the entire city representing all lines of merchandise will hold a United Spring Opening for One Whole Week. Everything the latest and up-to-date, at prices with which the big city stores cannot compete.
Customers from out-of-town will have their Railroad Fares Rebated by merchants whose names appear on the back of the Rebate Slip. These may be obtained at any of the leading stores. Look for the signs in the windows. Come to Geneva Spring Opening Week!
Commencing Saturday, March 28th, and Continuing Until Saturday, April 4th

No. 6

diction. Exhibits 5, 6 and 7 will speak louder than words in substantiating my praise for the advertisement composition in this specimen. From a news-story I note that the Republican has lately been involved in a libel suit, from


This Mail Box
50 Cents
NO occasion to worry about the safety of your mail if you use such a mail box as this. It is a very handsome box, being made in both oxidized copper and aluminum finish, will stand the weather and always look well.
It is equipped with lock and two keys.
Instead of marring the appearance of your porch it will be an ornament.
You'll like the box and you'll like the price—50c.
There are about a dozen of these boxes that were left over from a subscription campaign of a year ago. We will put them out on the same terms now as then—50 cents each when payment of a year's subscription, old or new, to The Lyons Republican is made.
The Lyons Republican
41 William Street. Lyons, N. Y.

No. 7

which it seems to be emerging however, with little harm to itself, and withal I must congratulate its publishers and makers on their evident success and prosperity.

✧ ✧

The name of the Alma (Kansas) Enterprise is not by any means a new one to be mentioned in these columns of the National Printer-Journalist, since for a number of years during the writer's connection with this department Brothers Sage & Little have kept him in touch from time to time with their best efforts in the calling. And this month again comes a copy of the Enterprise, dated April 3, in which, as usual, the most remarkable feature is a front page chock full of news-letters from correspondents. Twenty-one different communities are represented in this pageful of correspondence in the copy at hand. But I marvel that a prettier and more modern heading is not provided for this excellent department, than the one which has so long been used. I would suggest a box with double rule border. The balance of the Enterprise consists of short locals, creditable editorial paragraphs and a liberal number of displayed advertisements. In spite of the great amount of available space, none is wasted (?) in displayed heads. It is open to debate as to whether or not the Enterprise is justified in giving up the cream of its space (its front page, to be exact) to correspondence; but to this much I can attest: Papers depending upon rural communities for support can print nothing that will so materially increase their circulation, hence, why not give up to them the best place in the paper?

✧ ✧

How much brighter, better, neater and more important to its home city and field the Dyersburg, Tennessee, State Gazette has become

STATE GAZETTE
And Dyer County Herald—Consolidated August, 1912.
FORTY-NINTH YEAR. DYERSBURG, TENNESSEE, FRIDAY AFTERNOON, MARCH 20, 1914. NUMBER 12.
GOOD ROADS COMING
Two Hundred Dyer County Business Men Plan Road Campaign at Banquet—$100,000 Bond Issue Asked

No. 8

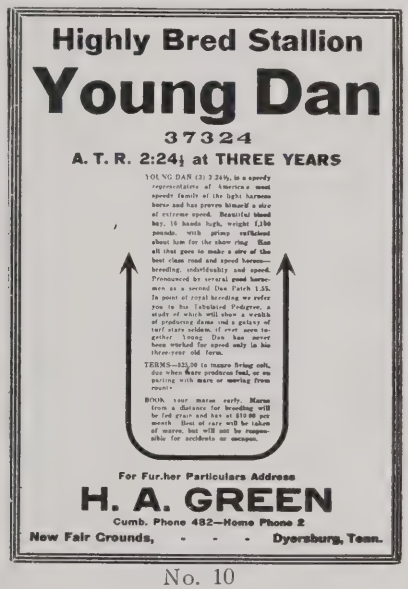
since I last viewed it is shown by a bundle of late copies at hand. It is now delightfully impressed with a first-class news-service, im-

proved typography and is issued twice a week—Tuesdays and Fridays. How nicely the make-

BUGGIES
More Buggies,
Better Buggies
We are better prepared than ever today to serve you in the Buggy Line. We carry on the floor of our sales-room over fifty different jobs at all times, showing the different styles and make-ups of the very latest and up-to-date Buggies. We carry the most popular lines that have given universal satisfaction to the public for the past quarter century in the United States. Buggies whose names are a pass word in good buggy society in the world over, some are so socially exclusive that we have had to create a Four Hundred Set and set aside a special place on the floor of our salesroom. They are indeed belles with peach-bloom completions, that please the most fastidious Beaux who come wooing. Our Special Hobby is the best on earth for the money, a top buggy for
$48.00 and Up
Always Something Doing Around the Corner
DYERSBURG
VEHICLE & IMPLEMENT
COMPANY

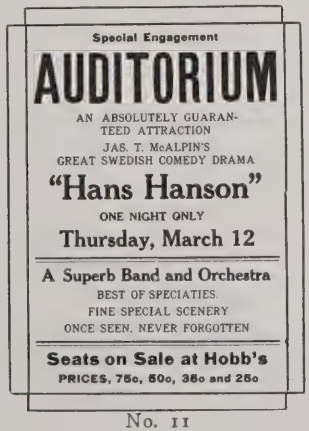
No. 9

up man is handling his end of the business is shown in the reproduction of the first page


Highly Bred Stallion
Young Dan
37324
A. T. R. 2:24¼ at THREE YEARS
For Further Particulars Address
H. A. GREEN
Cumb. Phone 482—Home Phone 2
New Fair Grounds, - - - Dyersburg, Tenn.

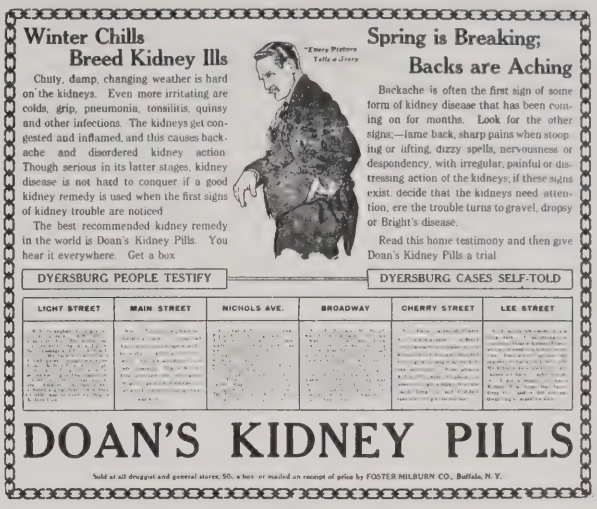
No. 10

presented herewith as Exhibit 8, which will also give a slight hint as to the excellence of the



No. 11

present Gazette's contents. Exhibits 9, 10, 11 and 12 are a few of the good ad specimens from this enterprising paper. The second specimen is especially attractive and pleasing in design, and the last in the quartet is the same ad as that selected from the Lyons (N. Y.) Republi-


Winter Chills
Breed Kidney Ills
Chilly, damp, changing weather is hard on the kidneys. Even more irritating are colds, grip, pneumonia, tonsilitis, quinsy and other infections. The kidneys get congested and inflamed, and this causes backache and disordered kidney action. Though serious in its latter stages, kidney disease is not hard to conquer if a good kidney remedy is used when the first signs of kidney trouble are noticed.
The best recommended kidney remedy in the world is Doan's Kidney Pills. You hear it everywhere. Get a box
"Every Picture Tells a Story"
Spring is Breaking;
Backs are Aching
Backache is often the first sign of some form of kidney disease that has been coming on for months. Look for the other signs;—lame back, sharp pains when stooping or lifting, dizzy spells, nervousness or despondency, with irregular, painful or distressing action of the kidneys; if these signs exist, decide that the kidneys need attention, ere the trouble turns to gravel, dropsy or Bright's disease.
Read this home testimony and then give Doan's Kidney Pills a trial
DYERSBURG PEOPLE TESTIFY
DYERSBURG CASES SELF-TOLD
LIGHT STREET
MAIN STREET
NICHOLS AVE.
BROADWAY
CHERRY STREET
LEE STREET
DOAN'S KIDNEY PILLS
Sold at all druggist and general stores, 50c. a box or mailed on receipt of price by FOSTER MILBURN CO., Buffalo, N. Y.

No. 12

can, reviewed some paragraphs above. These ads indicate up-to-date equipment and ability on the compositor's part.

✧ ✧

If one edition of this little publication can be more exquisite than another, then I have never seen anything more delightful and prizable to a printer than the April number of the American Bulletin, which features the American Type Founders' beautiful new type creation, which they have christened Cloister Oldstyle, a face fashioned after the grand old Roman types used by Nicolas Jenson in the fifteenth century. The narrative of the origin of this handsome new letter, which was designed by Mr. Morris Benton, the biography of Theodore Low DeVinne, together with the charming specimens of the new type face practically applied, make this number of the Bulletin a thing to be treasured by members of the calling; but in addition to all this the frontispiece, being a reproduction of the steel engraving of William Caxton showing the first printing done in England to the king and his court in Westminster Abbey, makes it doubly interesting and desirable.

✧ ✧

W. C. Price, editor and proprietor of the Princeton, Missouri, Post, and one of the most original newspaper-makers with whom the writer has ever come in contact, has just perpetrated another remarkably clever and original stunt in the publication of an Old Home Edition of his Post, in which he publishes thirty-three interesting letters from former Mercer County folks now scattered about in fourteen different states. It made an extremely novel edition, and the attractive manner in which

Brother Price dished these "love letters" to the old home paper up to its readers is to be seen in the miniature reproduction of the first page

NEWSPAPER CRITICISM, EXHIBIT No. 13

OLD HOME Edition 33 Interesting Letters From 14 Different States

THE POST

VOLUME XIX PRINCETON, MO., THURSDAY, FEBRUARY 19, 1914 NUMBER 5

OVER THE TRAIL OF THE OLD FORTY-NINERS

The Old, Old Home.

WHERE PROVIDENCE ATTENDS TO WEATHER

Life In the "Land of the Shining Mountains"

HOLD 1600 ACRES OF U. S. LAND

13 YEARS IN WASHINGTON

IN THE SHADOW OF PIKE'S PEAK

PLOWS WITH A BIG OIL ENGINE

Contributors to The Old Home Paper

Wants to Hear Wind Blow in the Cornstalks

Farming 750 Acres in The Red River Valley

THINKS OF OLD HOME

MARRIED IN OKLAHOMA

No. 13

presented here as Exhibit 13. This was truly a clever idea and one quite worthy of this talented Princeton editor.

✧ ✧

Exhibit 14 is an advertisement specimen taken from the Grant County Herald of Lancaster, Wisconsin. In the main, this is a very creditable piece of work, although I am in-

Annual February Clearance

Ten Days Only BEGINS WEDNESDAY, FEBRUARY 4 Ten Days Only

DEEP PRICE CUTS IN ALL DEPARTMENTS

Lowest Prices on Cloaks and Furs

15 per cent Reduction on the following

RUGS

Reduced 10 per cent

Lace Curtains

20 per cent off

Outings

Linens and Napkins

Embroideries

JOHN SCHREINER & SONS

No. 14

clined to doubt the benefit of the double underscoring of the main display line. The Grant County Herald, always a good newspaper, was not injured any lately while Verne S. Pease of Baraboo (and elsewhere, including Chicago) had charge of the editorial department. Brother Pease is one of the most brilliant and most indefatigable newspaper writers I have ever met. He never needs court the Muses. He can work with inspiration under all sorts of weather conditions and other conditions, too, for that matter. Neither drouth, heat, cold, wind nor storm can hamper his ardor. He can write whether alone or within crowded editorial rooms, and the way he scours a town and picks up real news and subjects for features is a caution. I note he had been doing stunts like this during his stay with the Herald, and, as usual, the work was good.

✧ ✧

Practically a complete file of all editions of the Latah (Washington) Enterprise, from the date of its establishment on the 7th of February, 1913, up to January 16, 1914, places me in possession of a history of the evolution of a

January Clearance CASH SALE! A MONEY SAVING EVENT FOR ALL THE PEOPLE

Commencing January 17 and ending February 1, 1914

Clearance Sale of Ladie's Misses' and Children's Warm Winter Underwear

Men's Mackinaw Coats, Stag Shirts and Sweaters

Clearance Sale of Dress Goods Flannels and Outings

Bargains in Men's Shirts, Nightshirts and Trousers

Ladie's Muslin Under Skirts, Waists, Night Gowns, Etc.

Ladie's Mackinaw Coats and Sweaters

White Table Linen

Bargains in Child's Goods

During This Sale Pure Cane Sugar Will Be $5.25 Per Sack

Latah Trading Company "The Big Busy Store" Latah, Washington

No. 15

creditable little home weekly. Chester O. Hoisington is the founder and proprietor of this sheet, which he started as a six-column quarto with a fairly good patronage from local concerns, which latter has steadily increased as the paper advanced in age. The typography of the Enterprise shows a good selection of type faces, etc., and the creditable way the material

is being employed is truly exemplified in the examples exhibited herewith as Nos. 15, 16 and

A Happy New Year to Everyone
AND may the realizations of the New Year exceed your fondest expectations in every way is the wish of The Big Busy Store.
Thanking you for past favors and hoping to merit a continuance of the same, we are yours to serve you with the best of everything to eat and wear at best prices.
LATAH TRADING CO.
THE BIG BUSY STORE

No. 16

Announcement
With the first issue of the Latah Enterprise we wish to announce to the people of Latah and the surrounding country, that the place to buy what you eat and wear is at the Big Busy Store, where is kept a complete stock of groceries, dry goods, shoes and hats, at the lowest possible prices.
In order to make room for our spring line of goods, we are offering Mens' and Boys' wool and fleece lined underwear at 25 percent off regular price.
Ladies' and Misses' wool and fleeced lined underwear at 25 percent off regular price.
25 percent off all Mens' Boys' and Ladies sweaters.
See our bargain counter for shoes.
Thanking you for past favors, and hoping for a continuance of your patronage, we are yours for good goods at right prices.
Latah Trading Co.
"The Big Busy Store"

No. 17

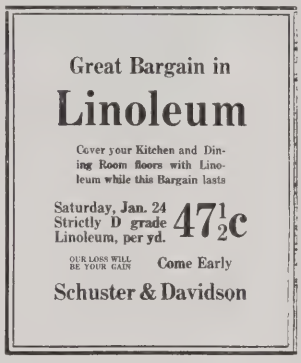
THE LATAH ENTERPRISE
Published in the Garden Spot of Washington
NEWS OF FRIENDS IN OTHER PLACES
Doings in the Schools
LATAH DEFEATS ROCKFORD 32-17
Local Happenings

No. 18

17. Exhibit 18 shows the front page of the latest edition of the Enterprise at hand. Like all of the western publications—or at least, I should say, like the typical western publication, Brother Hoisington's weekly is a home-town booster and offers its readers a commendably good local news-service. The mechanical make-up is strictly in accord with the rules of this department and the presswork first-class. Here's wishing the Enterprise many years of prosperity.

✧ ✧

As conductor of this department for the National Printer-Journalist, I have often tried by both precept and example to teach the proper thing in newspaper advertising, and I


Great Bargain in
Linoleum
Cover your Kitchen and Dining Room floors with Linoleum while this Bargain lasts
Saturday, Jan. 24
Strictly D grade Linoleum, per yd. 47½c
OUR LOSS WILL BE YOUR GAIN
Come Early
Schuster & Davidson

No. 19

do not know as I ever before came across a specimen that so completely embodied my ideal as this specimen (Exhibit 19) from the Worth (Missouri) Tribune, that bright little sheet of D. C. Simons' so thoroughly praised in former installments. Compositor-readers of these columns will do well to study this specimen and ever endeavor to imitate it in style and design.

✧ ✧

And now, upon examining a copy of the Eaton (Colorado) Herald, which I have had on hand for some time, I discover that Old

No. 20

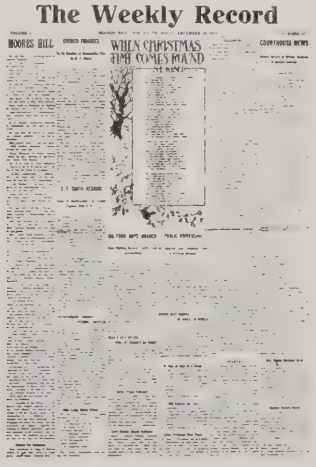
No. 21

Home Week has long been a regular annual feature of this creditable little sheet of H. E. Hogue's. It seems every New Year's this clever

Colorado editor gives up an edition to the exploitation of letters from subscribers who are scattered here and there over the Globe's surface, and it proves an extremely popular and interesting thing, making a sort of "correspondence clearance house," as one of the contributors styles it. And while this at least proves that Brother Price, mentioned above, is not the originator of the idea, nevertheless the plan is sufficiently promising of good results to justify a trial by other publishers. Readers will remember of my having spoken before of this little four-column publication of Brother Hogue's, and every excellent feature noted in former reviews is still in evidence, including the entertaining news features and the unique editorial page. The Herald's typography is practically without a fault, also, as these few illustrations will prove: (Exhibits 20, 21.) The secret of the beauty of these specimens lies in their simplicity.

✧ ✧

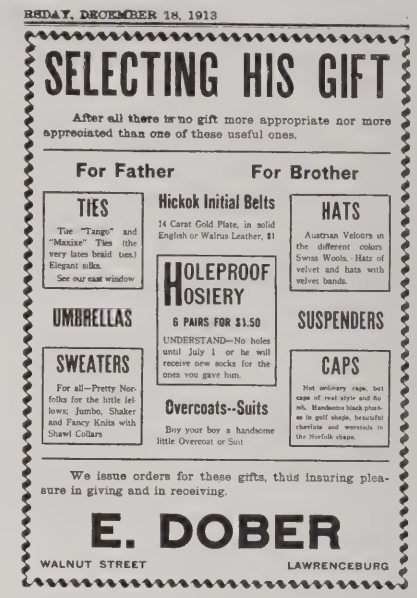
A nice, clean home weekly is this Weekly Record of Moore's Hill, Indiana, the makers of which have perhaps despaired of ever seeing a review of it in these columns, so long has this copy been held in abeyance for attention. The front page of this newsy sheet is reproduced herewith as Exhibit 22. I cannot exactly approve


The Weekly Record

MOORES HILL — WHEN CHRISTMAS TIME COMES ROUND — CHURCH NEWS

No. 22

of the make-up, although I detect some effort toward symmetry. There is too apparent a variety of heads, without meaning, and the make-up man did not properly arrange his head masses. One wouldn't expect anything other than excellent editorial work in an Indiana publication, and that in the Record is fully up to standard, although there is no regular editorial in evidence. The local news-service is good, however, the local headed stories and short items being supplemented with a liberal number of letters from staff correspondents. Presswork is creditable and some good displayed work is in evidence, one first-class specimen being


FRIDAY, DECEMBER 18, 1913

SELECTING HIS GIFT

After all there is no gift more appropriate nor more appreciated than one of these useful ones.

For Father — For Brother

TIES — The "Tango" and "Maxixe" Ties (the very latest braid ties.) Elegant silks. See our east window

Hickok Initial Belts — 14 Carat Gold Plate, in solid English or Walrus Leather, $1

HATS — Austrian Velours in the different colors Swiss Wools. Hats of velvet and hats with velvet bands.

HOLEPROOF HOSIERY — 6 PAIRS FOR $1.50 — UNDERSTAND—No holes until July 1 or he will receive new socks for the ones you gave him.

UMBRELLAS

SUSPENDERS

SWEATERS — For all—Pretty Norfolks for the little fellows; Jumbo, Shaker and Fancy Knits with Shawl Collars

Overcoats--Suits — Buy your boy a handsome little Overcoat or Suit

CAPS — Not ordinary caps, but caps of real style and finish. Handsome black plushes in golf shape, beautiful cheviots and worsteds in the Norfolk shape.

We issue orders for these gifts, thus insuring pleasure in giving and in receiving.

E. DOBER

WALNUT STREET — LAWRENCEBURG

No. 23

shown herewith as Exhibit 23. The man who set this ad is a master in the calling.

✧ ✧

A publication strikingly similar in every respect to the one just reviewed in the paragraph

HAMILTON COUNTY TIMES.

NUMBER 3 — CLEVES — FRIDAY, DECEMBER 19, 1913 — NORTH BEND — $1 A YEAR

PERSONAL ITEMS — PYTHIAN SISTERS — WHEN CHRISTMAS TIME COMES ROUND — BAZAAR A SUCCESS — CHURCH NOTES

KNIGHTS OF ST. PAUL — BIG FOUR BUYS BRANCH — North Bend WANT BETTER SERVICE

No. 24

above is this Hamilton County Times of Cleves, Ohio, which I have also had at hand for a long time, awaiting opportunity to examine it. Like

the Weekly Record, which received comment in the foregoing paragraph, this paper, too, is in its first year of life, this being a copy from the third edition issued. The makeup of the Times' initial page, however, is somewhat more symmetrical than that of the paper reviewed above, but the news-service is somewhat limited, four of the pages being ready-printed, with four of the home-printed pages made up almost exclusively of plate. The back page contains several ads, the work on which is mediocre, and the arrangements of which cannot be approved. Editorial work, as to be seen only in the news stories, is good, as is also the presswork. A reproduction of the front page is presented in Exhibit 24.

✧ ✧

On the second of last January The Tawas Herald of Tawas City, Michigan, celebrated its thirtieth anniversary, and came out with an illustrated edition. A brief, but very appropriate, history of the paper, from the time of its establishment up-to-date, was presented by the present editor and publisher, James E. Ballard, who by this and his able department of

NEWSPAPER CRITICISM EXHIBIT No.

Anniversary Number.

THE TAWAS HERALD.

Anniversary Number

Leading Newspaper of Iosco County

Our Thirtieth Anniversary

No. 25

editorial paragraphs proves himself a highly capable writer and thinker. As will be seen by the reproduction of the Herald's front page (Exhibit 25) it is a seven-column sheet, comprising eight pages, four of which are ready-printed. Advertising patronage in this edition, at least, is limited, but there is an abundance of reading matter, including a pleasing number of staff correspondent letters. In the main the Herald's typography is neat and modest, which is well. I hope to be favored with future copies.

✧ ✧

A crank on the beauty of balance must be the man who handled the mechanical make-up of this copy of the Bonner Springs, Kansas,

The Bonner Springs Herald.

REVIVAL IN FULL SWING

FUNERAL OF R. WARNER

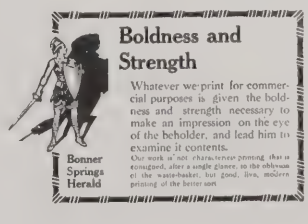
TO THE GREAT BEYOND

FATAL SHOT ENDS FIGHT

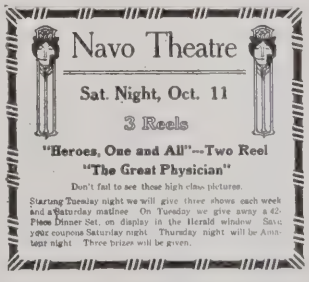
HANGS SELF TO END LIFE

No. 26

Herald, (Exhibit 26). And I must congratulate him upon the fine success of his efforts. Looking at this fine front page, I am moved to wish there were many more such cranks—enough to go around, in fact, so that all newspaper offices might afford one. But it seems a shame that an artist who could construct so perfect a front page could bear to have the


Boldness and Strength
Whatever we print for commercial purposes is given the boldness and strength necessary to make an impression on the eye of the beholder, and lead him to examine it contents.
Our work is not characterless printing that is consigned, after a single glance, to the oblivion of the waste-basket, but good, live, modern printing of the better sort
Bonner Springs Herald

No. 27


Navo Theatre
Sat. Night, Oct. 11
3 Reels
"Heroes, One and All"—Two Reel
"The Great Physician"
Don't fail to see these high class pictures.
Starting Tuesday night we will give three shows each week and a Saturday matinee On Tuesday we give away a 42-Piece Dinner Set, on display in the Herald window Save your coupons Saturday night. Thursday night will be Amateur night Three prizes will be given.

No. 28

rest of the sheet come out so badly unbalanced as are the inner pages of this sheet, which is a seven-column folio, all-home print. S. F. David-

son and Levi L. Smith are the owners and publishers of this big folio. I do not know which one of them it is who performs the editorial duties, but whoever he may be, he has my compliments for his brief but clever effu-

In
Clothes
Buying
it isn't always a matter of Price to obtain a neat, snappy appearance—it depends greatly upon the brand of clothes you wear.
We have this season made an extra effort to place in our lines, suits that are made to fill every requirement you may demand in clothes buying, and furthermore the price cannot be disputed on these great values.
We are showing suits in all the newest models and different shades and weaves. Prices range from
$7.50 to $25.00
The Peerless
CLOTHING CO.

No. 29

sions. Some extremely artistic ad creations are in evidence occasionally in the columns of this unusual paper, three of which I cannot forego reproducing, despite the congested condition of this installment of Newspaper Criticisms. (Exhibits 27, 28 and 29.)

✧ ✧

The Standard Democrat of Burlington, Wisconsin, by Zimmerman & Son, publishers, is not an infant, either in size or age, being a seven-column quarto, established in 1863. And, while the mechanical make-up of the front page is neat and artistic, to look at the title, one might suppose that no alteration had been made therein during the fifty-one years in which the sheet has existed. There is too great an array of rubbish of head rules and bold lines of type, etc., here to look well. The make-up of other pages is after the hit-and-miss style in which displayed spaces have the appearance of standing just where they happened to be dumped into the forms. Otherwise this is a very creditable home paper, offering its readers an abundance of news and enjoying a liberal patronage. The ads, as a rule, are slightly overdone with panels and underscores, but at the same time they show skill and originality. I would be pleased to see a better system of make-up adopted and then have a copy for reproduction in these columns of the National Printer-Journalist.

✧ ✧

A very thrifty, alive and alert publication seems to be the Newark (Arkansas) Journal, edited and published by O. F. Craig. An excellent array of news is gathered for each week's edition, and this is all presented in attractive, readable shape. A fine assortment of modern type faces is in evidence, together with other up-to-date mechanical facilities for getting out a first-class paper; but I detect many evidences of haste and carelessness in the issue of the Journal on my desk, which naturally precludes the most desirable of results. There is a great lack of uniformity in length and style of head-lines, and a deplorable absence of system in mechanical make-up. With the adoption of these systems, as so often outlined in these columns, the Newark Journal might easily become one of the very finest and best newspapers in the United States, with its copious equipment in the mechanical departments coupled with the marked ability of the editor, as manifested to a doubt-dispersing degree in both the news and editorial columns, the latter being considerably above the ordinary in expression, power and width of thought.

✧ ✧ ✧

NEW YORK PRESS ASSOCIATION TO HOLD CONVENTION FIRST WEEK IN JUNE

The annual convention of the sixty-first year of the New York Press Association will be held in the city of Syracuse the first week in June. At a special meeting of the Executive Committee of the Association it was decided to hold the convention in Syracuse this year because Syracuse is centrally located, where the editors from all parts of the state can easily meet, with a return to the propitious month of earlier conventions.

The officers are aiming this year to make the Convention the largest and most interesting in history. The Association is composed of the editors and publishers of both daily and weekly newspapers, therefore every editor of a daily paper and of a weekly paper, who is a member, should make it a point to attend the convention, and those who are not members should join the Association for the purpose of increasing its strength and efficiency.

The Western New York Publishers' Association with a membership of something like 70, the Central New York Association with a membership of 50, and the Northern New York Publishers' Association with a membership of 40 or 50, have already acted on the suggestion of the Executive Committee and have elected a member to act on the State Executive Committee next year, thereby signalizing their willingness to co-operate with the State Press Association and assist in building it up into a stronger and more powerful organization.

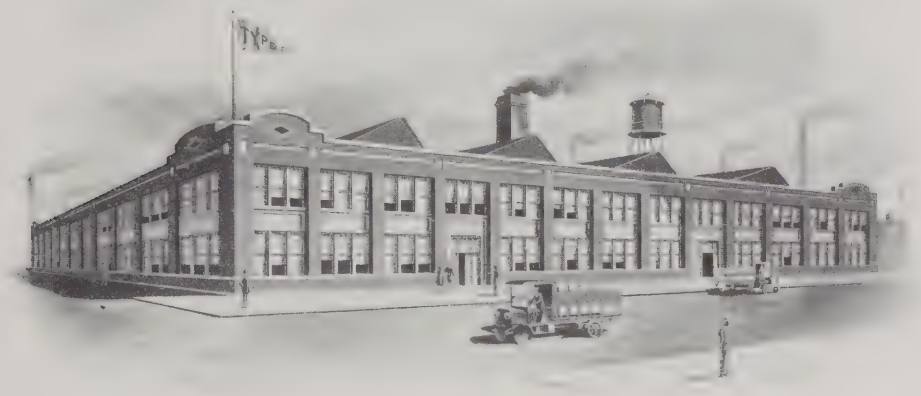
This State Convention will be so attractive that some publishers will not be hired to stay away. Distinguished speakers to discuss practical phases of the publishing business will be on the program.

The officers have already secured as speakers for the second (banquet) night Hon. David Jayne Hill of Washington, D. C., former Ambassador to Germany, and Hon. Martin H. Glynn, Governor of New York, and expect to secure Dr. Talcott Williams, Dean of the School of Journalism at Columbia University, and Chancellor Day of Syracuse University.

A New Modern Efficient Type Foundry Building

SO quietly has it been done that few people even in Chicago know that within the last six months there has been erected in that city one of the largest type foundries in the world; not only is it big; it is built probably with more attention to efficiency detail, more convenience, more and better sanitary and health-preserving and "safety first" appliances than any other plant in the city. This is the great foundry of Barnhart Brothers & Spindler located on the Northwest corner of Throop and Monroe Streets.

The ground plan is 200 x 236 feet, containing about 46,000 square feet. Its South exposure fronts the pretty little breathing spot known as Jefferon Park. The construction of the building is marvelously solid and substantial, and it is practically indestructible; it is nevertheless supplied throughout with the latest sprinkler system.



New Factory Building, Barnhart Brothers & Spindler

It is two stories and basement and contains over 100,000 square feet of space.

A description of the various branches follows:

Basement

Engine room. In the basement is intalled an isolated self-contained plant furnishing heat, light and power for the most diversified factory requirements; it consists of two Flinn & Dreffein gas producers of 350 H.P. capacity each, one 75 k.w. Crocker-Wheeler D.C. Generator directly connected to an Alberger Gas Engine, single tandem type and one 150 k.w. Crocker-Wheeler D.C. Generator directly connected to an Alberger twin gas engine. All parts on the engines are interchangeable; engines are equipped with the Alberger automatic governing system guaranteeing the supply not to vary 2 per cent between underload and full load.

Also, in the engine room will be found a 75 H.P. Crocker-Wheeler Motor, Thomson Generator set for supplying the special current for electric welding chases; the switchboard and auxiliary apparatus.

Gas Producer Room. The floor of this room is twenty-six feet below the street level and in it are installed two Flinn & Dreffein anthracite gas producers of 350 H.P. capacity each. The gas here generated will be utilized for melting the metal in the type-casting machines, hardening furnaces, machine torches, brazing torches, lead and slug casting; under the boilers for heating the building are annealors, copper and nickel-plating baths, etc., etc. A 100-ton gravity emptying coal bunker stands alongside the gas producer room, the generators being automatically fed from this bunker which is operated by an electric hoist and coal carrier. The automatic appliances of both gas producers and engine room are so complete that one man can easily handle the whole plant.

Connected with the gas producer room at the low level is a pump-room containing the bilge, roof-tank and circulating pumps for supplying water through all the type and lead casting machinery, as well as through the gas engines.

In the basement proper there are two low pressure boilers for heating the building, fired with fuel gas from the plant, also the metal department containing great metal kettles holding a minimum of 10,000 lbs., where the celebrated Superior Copper-mixed Metal is mixed.

In the basement is also situated the huge cyclone fan which connects with several of the departments, exhausting brass, cast iron and other dusts thrown off in the different processes of manufacture preventing injury from that source to the health of employes.

First, or Ground Floor.

Here is situated the Electric Welded Chase Department, the Lead, Slug and Metal Furniture and Steel Furniture Departments, Shipping and Stock Rooms.

Chase Department. The racks, machinery, benches, etc., in this section as well as in all other departments throughout the building, were carefully designed with a view to sequence of operation. For the manufacturing and supplying of all the different sizes and styles of Electric Welded Chases, there are carried at all times in stock 125 tons of the finest grade of steel. This steel is stored in racks, divided into one hundred or more compartments, which expose the exact number of pieces of each size in stock, both for reference as to kind in stock, and for immediate handling in manufacture.

The great department of Electric Welded Steel Chases is located on this floor. The steel used here is made specially to order on a formula which repeated experiments made years ago by Barnhart Brothers & Spindler demonstrated to be the best for chase purposes; it is ordered in carload lots, as the supply is shown to have reached the fixed minimum in the racks. Nearly 100,000 of these chases are in use in the United States. The machinery for manufacturing them so that they may carry the Barnhart warranty of "guaranteed forever," is of the most perfect and expensive character. No other kind can produce the same accurate, perfect product.

Lead and Slug Department. Adjoining the Chase Department on the main floor is the Lead and Slug, and Metal Furniture Machinery,—a most interesting process when in full operation. The ribbons of lead travel at a high rate of speed from the casting mold along a forty-foot incline, where it is wound on to large reels which are mounted on carriages so as to be able to run back and forth on a track connecting with the finishing machines. After a large number of reels are filled with the rough-cast leads, the lead is run from these reels to a half dozen or more machines where the finishing of the height, body, etc., automatically takes place. Ten thousand pounds per day is the capacity of this machine.

In addition to the lead casting and finishing machinery there are special machines which automatically take large stocks of the 24 inch long strips of either leads or slugs, sawing them into the different cut to measure or labor-saving lengths and automatically trimming the ends to an exact length.

Stock Room and Shipping Department. A trip through the plant will at once impress the visitor with the fact that all of the manufacturing departments are situated around the centrally-located stock and shipping departments. The operation of manufacture from raw to finishing material is designed to start from the outside of the building and to finish at an elevator or dummy connecting with the stock or shipping department. There is a separate shipping court made possible by a private concreted alley where six teams can be accommodated at one time, the shipping court roadway being depressed so that the wagon is level with the shapping-room platform.

In the stock room is carried Superior Copper Mixed Type in body type fonts stacked in long rows of boxes, job type packages being stored in tier upon tier of easily reached compartments. Compartments are also provided for the storing of package and other regular stock quantities of Cast Iron Furniture, as well as of All-Brass Galleys, L. S. fonts of Brass Rule, Leads and Slugs and the many things that go to make up a printing-office, it being possible to fill the smallest or largest order with a mimimum of motion.

In the South section of the main floor considerable space is devoted to general storage and a still larger space is reserved for future growth. The manufacturing department is equipped for the production of a large variety of specialties and much of this space will doubtless be devoted to such work. In the southwest corner of this section a large elevator shaft is sunk to a depth of fifty-five feet below the floor level; through this shaft it is intended to handle all outgoing or incoming freight when the tunnel system of Chicago is extended to this building; then all shipments out will be loaded on small fourteen-foot cars which will stand in our shipping-room and when loaded will be run on to an elevator in the shaft which is right in line with and purposely placed next to the shipping department. Such shipments will be lowered to the fifty-five-foot level; then the little electric train comes along, couples the cars on and carries them to the central railroad distributing point for trans-shipment to all parts of the country and of the world.

Second Floor.

Here the largest and most important department, that of the manufacture of type is situated. One large room is devoted entirely to the manufacture of type by means of automatic casting machines. Each machine is separately driven by electric motors and is supplied with water for keeping the different parts of the machine cooled and at an even temperature, thereby insuring accuracy of output.

Adjacent to this room are the hand and steam casting machines, kerning, ricking and other finishing apparatus in connection with the manufacture of type. The two type-casting rooms extend the entire width of the building, 80 x 200 feet.

Adjoining the type foundry is the mold-making department, and an up-to-date equipped machine shop, where all machines used in manufacture are being continually designed and built. In one corner of the machine shop is a drafting, designing and testing room; in this room there are leads of water, gas and electricity for the testing and trying out of newly-designed machinery.

Next to the type foundry and immediately over the stock room is the dividing-room, where all the body and job type fonts are received from the type foundry in bulk and sub-divided into weight and package fonts.

One of the largest departments and one of the most interesting is located here—the Brass Rule and Brass Galley plant. A dozen distinct varieties and every desired size of all brass galleys are produced here as well as every style of brass rule, borders and ornaments, circles and ovals.

Close by are the departments for matrix making, type designing, engraving and fitting; also the cast iron furniture plant—making the camel furniture—the kind with the "hump."

All these processes impress the beholder with the thought, "How wonderful is the printing art when these little pieces of brass are so accurately and skillfully wrought that they cast type uniform to the 10,000th fraction of an inch."

The executive offices are on the south or Monroe Street front of the building; they are commodious and convenient. Here the president, Mr. W. H. French, occupies a room between that of the treasurer and general superintendent, Mr. C. R. Muray, and that of Mr. E. W. Conable, the secretary, who also has charge of the wholesale accounting and statistical department. Back of and connecting with Mr. Murray's room are offices for the booking and billing of orders, the purchasing department and superintendent's office in charge of Mr. A. C. Becker.

One large electric elevator alone is needed to transmit the heavier loads, so carefully has the building been planned to avoid necessity of needless transfer of raw material and product.

In various parts of the structure on both floors are roomy vaults for storage of books, papers, valuable tools and appliances. Each vault is close to the department which uses it. Thus the matrix vault is within easy reach of the casting department. The document vault is close to the accounting department. The tool vaults are where the workmen operate.

Throughout the entire building are also placed at convenient intervals, toilets, washrooms, sanitary drinking fountains, lockers and similar arrangements for the health and comfort of the working force.

Every floor has abundant light coming from all four sides, and the second story has the saw-tooth roof structure that gives the steady, strong, everywhere-sought, North light.

A sample item of the health provisions that abound in the building is the installation of heat coils below the glass saw-tooth roofs, so that the cold air descending in winter may be properly tempered before it reaches the workers.

Barnhart Brothers & Spindler have in past years often been called on by manufacturers in other lines to help solve various manufacturing problems and have generally

been able to do so successfully. They are prepared now, better than ever before, to take up such matters and, with their enlarged facilities, to handle them advantageously in their manufacturing departments.

In all such work "efficiency and results" is their watchword.

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A MODEL NEW OFFICE

On April 1st the Fitchburg (Mass.) Daily News moved into a new and modern building of steel, stone and brick construction, three stories high, about seventy by sixty feet. The quarters for the newspaper were specially built for the publishing business, with an abundance of light in every department.

It is really a "Daylight Newspaper Office," and it would be a dark day when artificial light would be required. Even the press-room is on the main floor with large windows shedding a flood of light into the room. The composing-room is on the second floor and measures seventy by thirty-two feet. The sides of this large room are taken up with windows. The battery of Linotype machines is lined up along the windows so that perfect light is obtained. The entire building was constructed with the object of gaining light for every department.

A large room is set aside for the editorial department, which adjoins the composing-room, making the distance as short as possible between the city desk and copy hook. The composing-racks and cases, imposing stones, and other equipment are arranged scientifically so as to ensure the highest possible efficiency and economy of operation.

The Daily News was one of the first papers in New England to install the International News Service telephone equipment for handling news. All news comes over a special telephone wire from Boston and is handled by a specially invented desk telephone equipment that is comparatively new in newspaper work. This service has a special booth built for it in the city room.

The business and advertising departments of the Daily News are in the front of the building, comfortably located in large, light, airy rooms. A private branch telephone system has been installed connecting all departments of the paper.

No expense has been spared anywhere in the new building to add to the efficiency of the publishing equipment. More than twice the room occupied in the former building will be available in the new structure. The publishers believe that they will be better able than ever before to render prompt and satisfactory service to their patrons.

The Daily News was founded in January, 1904, by Leahy and Peden, who disposed of the property in September, 1911, to Lafayette Parks and Albert V. Slais, both experienced newspaper men of New York City.

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HOW TO JUDGE A TYPE METAL BEFORE TRYING IT OUT

Trying out a type-metal is often an expensive proposition, especially when the printer finds that the castings are unsatisfactory. It is therefore of value to the caster, to learn as much has possible of the quality of the metal, by an examination which shouldn't take more than a few minutes.

A fair opinion of a type metal's quality may be obtained by breaking a bar in several pieces and examining the grain with a magnifying glass. If the grain is compact, it stands to reason that the metal is durable and therefore capable of withstanding a long run. The trouble with most close-grained type-metals, however, is that their compact quality is obtained by sacrificing homogeneity and as a result, some of the slugs are very liable to be so brittle that they break in course of the run, while others, after a comparatively few impressions, are badly worn down. The reason for this is that when the ingredients are not thoroughly unified, the metal may run with two much antimony in one part, and this part, losing the toughening quality of the tin and the ductility of the lead, will cast a type so brittle that they break under slight strain. At the same time, that part of the bar which lacks antimony, will consequently lack the hardness which that element offers, and so the type cast, being mostly lead and tin, will wear away easily and lose its clearness after a short run.

Uniformity of texture and an even tone throughout the metal is as important as compactness. If the metal is coarse-grained here and fine-grained there, or if the shade varies in the least throughout all the metal, the caster will have his troubles. After the first remelting, the elements will begin to separate with each succeeding melting of the metal, the separation will be increased, with its accompanying annoyances of sticking in the mold and casting bad slugs. It will also mean an extravagant amount of dross.

The causes for poor type metal is not only due to improper alloying, but also to the use, by some type-metal manufacturers, of old metal. Type metal, more than any other metal, should be made of prime, virgin material. Virgin material, naturally costs considerably more than old metal, and the printer who buys a type-metal because the price is low, should have no cause for complaint if he gets poor results.

Another thing! When you buy type-metal, get a metal made for your particular make of machine. Don't use Linotype metal on an Intertype or Monotype machine because you can get it for a lower price than the cost of Intertype or Monotype metal. Use Linotype metal for linotyping, Intertype metal for intertyping and Monotype metal for monotyping.

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SECOND ANNUAL NORTHWEST PRINTERS' COST CONGRESS

The second annual convention of the Northwest Printers Cost Congress will be held in St. Paul May 14, 15, 16, 1914, and the attendance of every printer possible is wanted.

The officers have spared no pains in preparing the program and consider themselves fortunate in securing men whose knowledge of the subjects on which they will speak has given them nation-wide prominence.

The program outlined at present comprises addresses on the Composing-Room, Press-Room, Bindery, Estimating, Cost-Finding, Salesmanship and other subjects.

The list of speakers comprises such men as A. W. Finlay, Boston; W. J. Hartman, Chicago; C. D. Traphagen, Lincoln, Neb.; E. K. Whiting, Owatonna; E. E. Laxman, Assistant Secretary U. T. and F. C. of A., and others equally as prominent.

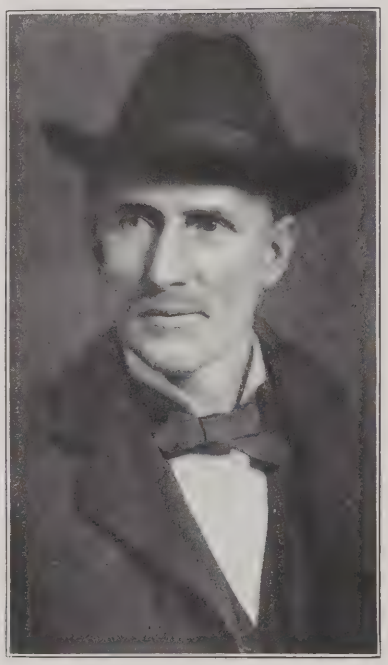
Complete program will be ready the first of May, containing the topics, speakers and other information. No printer or publisher can afford to miss a single minute of this convention. Each one attending should plan to stay for the entire three days.

Any further information will be cheerfully furnished by the secretary, J. Delbert Scott, 421 Commerce Building, St. Paul, Minn.

Pioneer Law Printer Is Dead

The recent death of Frederick Barnard, who had the distinction of being the oldest "boss printer" in Chicago, was a cause of shock to his many friends and acquaintances. He was widely known as a pioneer in the printing industry and highly esteemed for his social qualities and business integrity. Mr. Barnard passed away April 10th at his home, 424 South Boulevard, Oak Park, aged 77 years. Besides his widow, he is survived by three daughters and two sons—Mrs. John J. Miller, Mrs. William Elton, Mrs. Frank M. Wagner, Edward T. Barnard, a lawyer, and Wm. F. Barnard, connected with the printing firm. Funeral services were held Monday, April 13th, burial being at Forest Home Cemetery, Masonic services.

It is announced that Mr. Barnard's death will cause no interruption to the business of which he was the founder and for many years the head. The law printing



Mr. Frederick Barnard, Deceased

industry at 170-172 N. La Salle St., will be continued by John J. Miller, surviving partner, associated with Mr. Barnard's family. Mr. Miller has been a partner with Mr. Barnard in the business since 1893. There will be no change of firm name or business policy.

The late Mr. Barnard came to Chicago in boyhood and first sold papers on the streets in 1847. Ten years later he began as a printer in the office of Beach & Barnard, which firm in 1871 changed to Beach, Barnard & Co., and in 1893 to Barnard & Miller. The business has been in its present location on N. La Salle St., for thirty years. This pioneer concern is one of the best known in Chicago or the West, specializing in law printing. It handles a large volume of trade and enjoys a reputation second to none for high-class printing and fair dealing.

The growth of Chicago has been the marvel of older cities and it now dominates the markets of the Middle West. The business men and institutions of today owe a debt of gratitude to the hardy pioneers who laid the foundations of the city commerce and industry.

Mr. Barnard was at one time president of the Typothetae, and was active as a member of the Chicago Historical Society, British Empire Association, Old Time Printers and the Masonic Fraternity. He came from Somerton, Somertshire, England, and in his boyhood was a neighbor of Charles Dickens. He was a public-spirited citizen and a genial companion. His name will long be remembered in the annals of the Chicago printing industry—an industry which has developed to immense proportions during his lifetime.

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SHUMAN ADVERTISING COMPANY SUCCEEDS SHUMAN-BOOTH COMPANY

We are informed by Mr. R. R. Shuman of Chicago that the partnership which has existed since March 1, 1913, under the name of the Shuman-Booth Company was dissolved April 13, Mr. Shuman buying out the interest of Mr. Carl H. Booth in the partnership. Mr. Booth retires to become vice-president of the Metallurgic Engineering Company, Chicago, patentees and builders of electrical melting furnaces.

Mr. Shuman has organized a stock company, with $20,000 capital, to carry on the new business under the name of the Shuman Advertising Company, with headquarters at 620 Westminster Building, Chicago, the headquarters of the old company. The old organization will remain intact, and with the increased capital which this move gives it is expected to play a still larger part in trade and technical journal advertising of the United States as well as carrying on a general advertising agency business.

Mr. Shuman's faith in trade and technical journals is illustrated in the following quotation from an address which he made before the Yellow Pine Manufacturers' Association in New Orleans:

The man who treats a trade journal publisher as a respectable mendicant to whom something must be given—who looks upon trade journals merely as institutions which must be supported for the good they do—misses the whole point of the thing.

"Trade journal advertising is not digging down and giving money; it is reaching out and getting money—reaching the minds and hearts and pocketbooks of men who have money and who want to make more money out of tht money by spending it for your products.

"Any man of you who gets that true conception of the trade journal as a great central market place to which its readers may go, money in hand, will stop giving the publisher little standing cards, because they like him as a man; will see beyond such small personalities and will sense the tremendous power of the audience he offers, and talk to that audience with such compelling force that they will read and remember and respond.

"Trade journal advertising is not a contribution—not an expense; but, rightly done, is a sound and paying investment that yields dividends far beyond its cost."

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PRINTERS AND EMPLOYES DINE

Good fellowship prevailed at a joint dinner by the Rochester Typothetae and Typographical Union, No. 15, at Powers Hotel, and co-operation between enmployer and employe was the keynote of the gathering, one of the first of its kind in Rochester. It was thoroughly enjoyed by the three hundred guests who attended.

Edward J. Walsh of the Wegman-Walsh Printing Company, was toastmaster, and when he declared that he hoped this would be one of many friendly meetings of employers and employes his remarks were vigorously applauded by all of the diners.

MORE WORK THROUGH PUBLICITY

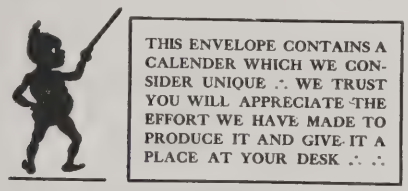
Address all samples and communications for this Dept. to Harry Albro' Woodworth, 43 St. Botolph St., Boston, Mass

The Envelopes Survives the Enclosure

Now where the "calender" (1) which the printers considered unique has vanished, I know not. It must have been one of the calenders whose surprising adventures are told of in "The Arabian Nights." If so, no wonder it vanished. Or is there a possibility you want "calendar"?

Don't get sore—there are words "sounded alike, but spelt differently" that I find myself mixing, and it's no consolation to say, I knew better. Eternal Vigilance sometimes sleeps at the switch.

Anyhow, whatever the enclosure may have been, I consider the envelope corner "single in its kind or excellence. There is on the large en-


THIS ENVELOPE CONTAINS A CALENDER WHICH WE CONSIDER UNIQUE ∴ WE TRUST YOU WILL APPRECIATE THE EFFORT WE HAVE MADE TO PRODUCE IT AND GIVE IT A PLACE AT YOUR DESK ∴ ∴
Mayer & Miller Co.
Printing
525 S. Dearborn St., Chicago
Phone Harrison 6725

No. 1

velope a 1¼ inch margin to the right of the brownie or printers' devil, and the end of his pointer is about half an inch from the top of the envelope. Here is a use of periods and inverted periods well worth noting, because of their filling space in square composition effectively, so that the job, though set economically, is still artistic. A great deal of time is wasted on making a job artistic which would be more artistic without the expense, if just such simple expedients as this were borne in mind.

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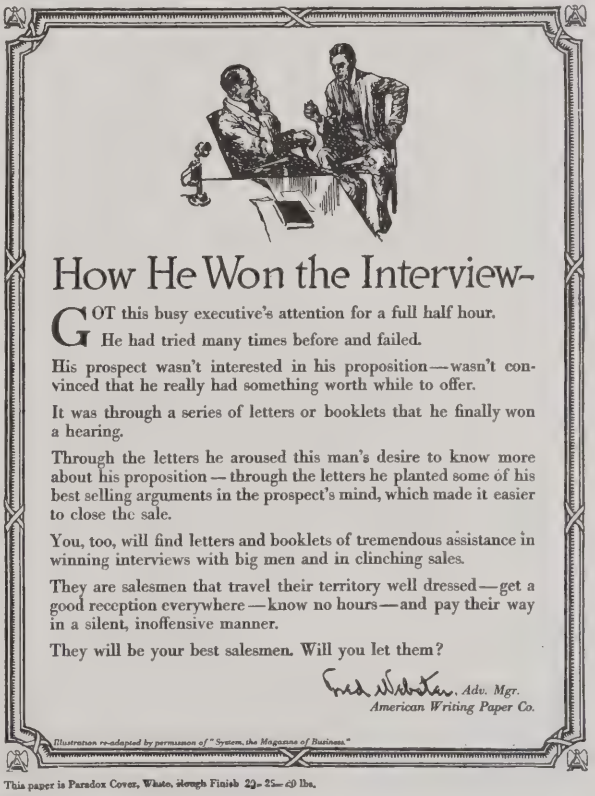
Paper Makers Help Printers to Advertise Paper Making and Printing

Fred Webster, advertising manager of the American Writing Paper Co., sends cards to printers like that shown as 2. Above a dotted-rule line is given this advice and argument: "Hang This Up Where Your Customers Can See It. Most people who go into a printer's office are there to buy printing. What more logical time to offer than strong selling arguments for good printing?" Possibly it is a very good time to offer them arguments for more expensive printing than they thought of getting, as its advantages can often be better shown when the customer gets into the office. And such cards as those furnished by Mr. Webster are good advertising both for him and for the


How He Won the Interview-
GOT this busy executive's attention for a full half hour.
He had tried many times before and failed.
His prospect wasn't interested in his proposition—wasn't convinced that he really had something worth while to offer.
It was through a series of letters or booklets that he finally won a hearing.
Through the letters he aroused this man's desire to know more about his proposition—through the letters he planted some of his best selling arguments in the prospect's mind, which made it easier to close the sale.
You, too, will find letters and booklets of tremendous assistance in winning interviews with big men and in clinching sales.
They are salesmen that travel their territory well dressed—get a good reception everywhere—know no hours—and pay their way in a silent, inoffensive manner.
They will be your best salesmen. Will you let them?
Fred Webster, Adv. Mgr.
American Writing Paper Co.
Illustration re-adapted by permission of "System, the Magazine of Business."
This paper is Parsdox Cover, White, Rough Finish 29-25-50 lbs.

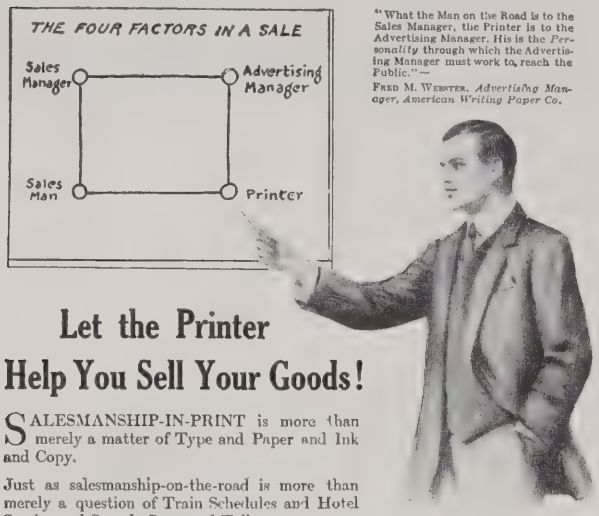
No. 2

printer. But there are other logical times to offer good arguments for good printing—arguments that will, let us hope, bring the day when customers do not go to offices to get poor printing.

The card was enclosed in a booklet, and so there is a crease in the center, which is not ornamental. Why not use a tube for a card that is meant to be hung? And then there is no hole to furnish a line of small resistance to the printer.

The American Writing Paper Co. are doing

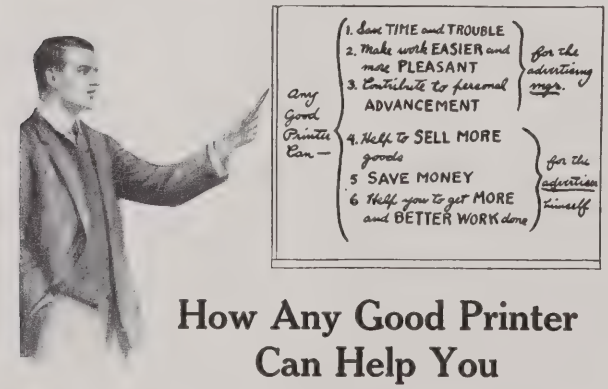
something for printers as well as for themselves in sending him such announcements, and in using such pages as the one from their house organ reproduced as 3a. The designs at the


THE FOUR FACTORS IN A SALE
Sales Manager
Advertising Manager
Sales Man
Printer
"What the Man on the Road is to the Sales Manager, the Printer is to the Advertising Manager. His is the Personality through which the Advertising Manager must work to reach the Public."—
FRED M. WEBSTER, Advertising Manager, American Writing Paper Co.
Let the Printer Help You Sell Your Goods!
SALESMANSHIP-IN-PRINT is more than merely a matter of Type and Paper and Ink and Copy.
Just as salesmanship-on-the-road is more than merely a question of Train Schedules and Hotel Service and Sample Cases and Talk.
In each case it is personality that measures the difference between mediocre and signal success—between Order-Taking and Market-Making. It is Personality that Sells the Goods!
The Strongest Copy, Most Attractive Cuts, Smoothest Ink, Finest Paper and Most Beautiful Type-Faces—The Most Careful Laying out of Ad and Dummy—And all the experience and expert printing knowledge of the most competent of Advertising Men will count for little—If the heart and soul of the Printer himself is not embodied in the product,—If the Printer's intelligent interest and coöperation is not enlisted in the process.
He is just as much the personal sales representative of the Advertising Manager as the man-on-the-road is of the Sales Manager.
And it is through the personality of the printer that you, as an Advertising Man, must work. Get him with you, then, make use of him. And—he will help you!

No. 3a

tops of two opposing pages are shown as 3b and c.

One of the arguments (reprinted from System Magazine) that appears under these cuts and headings, is so especially suggestive to ad-


Any Good Printer Can—
1. Save TIME and TROUBLE
2. Make work EASIER and more PLEASANT
3. Contribute to personal ADVANCEMENT
for the advertising mgr.
4. Help to SELL MORE goods
5 SAVE MONEY
6 Help you to get MORE and BETTER WORK done
for the advertising himself
How Any Good Printer Can Help You

No. 3b

vertising managers and advertising that it is given below instead of in a necessarily small and hence illegible production:

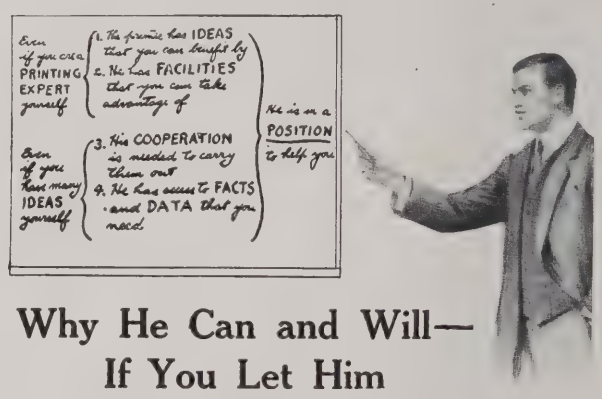
Thousands of other Advertising Managers, Writers, Planners and Agents will testify that this is the correct method. It not only helps the Advertising Manager to get along better, but it helps sell more goods, saves money, and helps the Advertiser himself to get more and better work done.

You must pick a GOOD Printer, of course. But it is not difficult to get a Good Printer nowadays. The character of the average Printer has changed wonderfully in the last few years. Through the influence of his Trade Journals, Advertising Publications, Paper Makers' Educational Work, and the pressure of Modern Advertising Necessities, the average Printer in almost any town already has the advertising viewpoint.

All you have to do is to train him a little, show him what you have in mind—your aims, your limitations, and your difficulties.

You may be a printing expert yourself. Nevertheless, the Printer, from his trade papers, from his constant contact with other lines of business, different from and similar to yours, will have ideas that you can profit by.

You may be familiar with the latest development of printing art. But any Good Printer will be even better posted, for the simple reason that the makers of new processes, equipment and supplies are constantly advising him of their improvements, their new ideas, their new inventions. He has facilities consisting not only of his


Even if you are a PRINTING EXPERT yourself
1. The printer has IDEAS that you can benefit by
2. He has FACILITIES that you can take advantage of
Even if you have many IDEAS yourself
3. His COOPERATION is needed to carry them out
4. He has access to FACTS and DATA that you need
He is in a POSITION to help you
Why He Can and Will—If You Let Him

No. 3c

own equipment, but of his familiarity with the resources of the entire printing art, that he can draw on and that you can utilize to advantage.

Even if you are long on ideas yourself, the successful carrying out of those ideas depends upon getting the intelligent interest and co-operation of the Printer.

Moreover, ideas are the products of knowledge of facts and data. The Printer has access to the facts and data that you need before you can even begin to have ideas that will be of practical value—that will beat the other fellow to the business.

He is, in short, in a position to help you.

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"PROFITS FROM READING IT."

David City, Neb., April 25, 1914.

Mr. B. B. Herbert, Editor Printer-Journalist, Chicago.

Dear Mr. Herbert:—Enclosed is postoffice money order for $2 in payment of my subscription to the National Printer-Journalist to January, 1915. I enjoy the Printer-Journalist very much and know that I profit from reading it. The biographical sketches in the April number were particularly interesting.

Very truly yours,

C. F. CLARK,

Butler County Press.

Second Annual Graphic Arts Exposition, New York, April 18-25—Largest Ever Held in World's History

THE Second Annual Graphic Arts Exposition held in the Grand Central Palace, New York City, from April 18th-25th, was unquestionably the largest exhibit of printing, lithographing, engraving, advertising and publishing (all branches of the great Sixth Industry) machinery and supplies ever assembled in the world's history. Many exhibitors at the last show were again present, several with improved machines and devices. Having profited by their first year's experience, the exhibits were more intelligently and attractively arranged and displayed.

Two floors of the immense building were devoted to the exhibits this year, the first floor being used for the display of machinery and material, the second to paper, examples of printing, engraving, electrotyping, lithographing, advertising and bookbinding. Comparisons, were opportunity for differences of opinion is afforded, are not very satisfactory, but certainly it may be said that the exhibit of the American Type Founders Company, with which was combined those of the Hamilton Manufacturing Company, the Dexter Folder Company, Chandler & Price Company, Boston Wire Stitcher, the Kelley Press and the Southworth Machine Company, was much the largest and that of the American Typographic Library and Museum the most interesting. Probably the exhibits which attracted the most attention were those of the Duplex Tubular Press, the new Three-Color Sheet Fed Sterling Rotary Press and the Kelley Job Room Cylinder Press. The Kelley Press was considered by many to be the sensation of the show.

The American Typographical Library and Museum was of absorbing interest to the printer who has respect for the history and dignity of the graphic arts industry. Among the objects displayed were fac-similes from specimens of printing produced from the time of Gutenberg to the present day.

Among these were Gutenberg's Bible, the first book printed, in 1450; the first book printed from Roman type, in Germany, 1472 (though the first Roman type was used in Venice, 1469) the first great illustrated book, printed by Antony Coburger, Nurenberg, 1492.

Other objects of interest were bronze busts of Ben- and Gordon Treadle Presses; an ancient hand-press, 175 which all printing was done prior to the use of Ruggles and Gordon Treadle Presses; an ancient hand-press, 175 years old, bearing a plate with this lettering: "This press was part of the printing office of J. and W. Abrams, in Middleburg (Holland) founded in 1775 and still in operation in Middleburg. Attest Wouter Nyhogg, the Hague, 1912."

Numerous wood cuts and steel engravings were shown in this exhibit, picturing various early printing presses, printing offices, foundries, original copies of earliest newspapers—the New York Daily Advertiser, 1789, Pennsylvania Gazette, 1761; the Gazette of the State of South Carolina, 1779 and others. Framed portraits of some of the most distinguished presidents of the various type founders from 1762 to 1907, were hung upon the walls.

The big marble palace ablaze with electric light, decorated uniformly with exquisite taste, the floor of the hall filled with automatic machinery, was a scene which would have caused Faust, Gutenburg, Caxton, Koenig, Franklin and other early printers to gasp with wonder and surprise. From a hand-press to the Duplex Tubular Press on exhibition at this show is a far cry, but the advance has been made within only a hundred years and this Second Annual Printing Exposition, among other things, commemorated the centenary of the invention of the power printing press—the most effective agent for the diffusion of intelligence the world has ever known.

The steam press was a German invention, and the capacity of Koenig's printing machine, first used by the London Times in 1814, was about 1,100 copies of one side of that paper in an hour. Two hours were required, therefore, to print that many copies of the complete newspaper, and as the London Times began with two presses, it could turn out 2,200 copies in two hours, which was then regarded as rapid printing.

Koenig would have been astounded to see completed newspapers printed at the rate of 35,000 an hour in like proportion as the populace was when his invention produced the few hundreds of printed sheets an hour. Gutenberg, who is generally credited with the invention of movable types, would have been spellbound to witness the rapid casting of type by machinery, automatically, with almost human intelligence. Franklin doubtless would be interested in the wide use being made of electricity, from heating plates for hot embossing to supplying power for great tiered presses running at lightning speed.

The early binders who did everything by hand would find a machine doing practically all the work which made their labor so toilsome, at greatly increased speed and with results in quality of workmanship superior to anything they could have done, great through their skill.

Many pages of a magazine of this size would be required for the enumeration of the machines and material exhibited, but the following will be of special interest to the readers of this journal, as their attention has already been directed to the manufactures through the advertising pages:—

American Type Founders Co., 300 Communipaw Ave., Jersey City, N. J.—Boston Wire Stitchers, Models 1, 2, 3, 4, 5, 6, 7, and 8. The No. 2 is a New Model, of specially high speed, adapted to light work. Simplicity and ease of adjustment are features of the machine. Speed: 275 stitches per minute. It is equipped with special motor controller so that it can be reduced to 125 stitches per minute.

In another section were shown the American Roughing Machines, three Kelley Job Room Cylinder Presses; three sizes of proof-presses made by A. T. H. Brower; specimens of type, brass galleys and materials. Four Chandler & Price New Series Gordon Presses were objects of interest. Three Portland Multiple Punching Machines equipped with a tab-cutting attachment, manufactured by the Southworth Machine Company, were shown in an adjoining section. The first showing of the Autogrip Farm Truck was also made.

Hamilton Mfg. Company, Two Rivers, Wis., made a full showing of Hamilton Interchangeable Standard Steel Cabinets, Steel Construction Ad Make-up Cabinet with electric lights, steel cut cabinet with mahogany finish. Steel Sectional Sort Cabinet; News Make-up Table, Steel Construction, Two Concentration Adjustable Chase Racks of Steel Construction; One-piece Steel Galleys, etc. Other furniture shown was American Cut Cost Locking-up Materials Cabinets No. 2 and 3. American Cut Cost Justifying Materials Cabinet; American Cut Cost Locking-up Materials Cabinet. This display was examined by hundreds of admiring printers.

F. Wesel Mfg. Co., 10 Spruce St., New York, N. Y., displayed a model 2,000 ton Combined Lead and Wax Moulding Press; Wesel Final Register Bases, Brass Rule and Galleys; Wesel Middlestitch Feeder, capable of great speed because of its novel construction; Radial Arm Router; Hunter's English Process Camera and all iron stand; Imported Goertz mirror prism; the only one in the United States, direct from Germany and one Goertz Artar Lens; 28-inch Automatic Web Proof Press; 10-inch Electrotype Proof Press; Electrotype Straightening Machine, just built and never shown before. The new Middlestitch Feeder was the principal attraction for many visiting printers and publishers at this exhibit.

H. C. Hansen Type Foundry, Boston, Mass., displayed the Hansen Special Lead and Rule Cutter, first time exhibited. Also Linotype Slug Cutter and the Steel Rule Cutter; the Hansen Complete Mitering Machine—"The World's Best Miterer"; Hansen Rule Curver; Hancock Interlocking Steel Galleys; Hansen's Graytone-Brass Rule and a complete showing of general Type Foundry products; Miller Saw Trimmer; Poco Proof Press. The visitors at the Hansen booth found cordial welcome by cheerful representatives of the famous Boston foundry.

Latham Automatic Registering Co., 124 White St., New York, exhibited a Register Table and Samples of work. Latham Automatic Press Bed.

Latham Machinery Co., 306 S. Canal St., Chicago, Ill., showed a number of their most widely known machines: Multiplex Check Perforator; Single Line Perforators; large and small wire stitchers; Multiplex Punching Machines; Numbering and Paging Machines; Embossing Machine; Box Stitchers. An inspection of this exhibit was illuminating to those who had not made themselves familiar with the many features of superiority found in the Latham manufacturers.

Oswego Machine Works, Oswego, N. Y., had a 57-inch Oswego Auto Rapid-Production Cutter with Power Gauge Movement, in regular operation, and a 38-inch Oswego Auto Rapid-Production Cutter with Hand Automatic spacing attachment for moving the poles exact distances under the knife, with Power Indicator, showing that no power is used on up-stroke—a little ready-made invention of Niel Gray's. The display was especially attractive, surmounted by the flags of many nations in which the Oswego machines are in daily use.

Challenge Machinery Co., Grand Haven, Mich., exhibited 25 x 33 inch Two Roller Stonemetz Two-Revolution Cylinder, running 4-color job, handled by Winthrop Press of New York. The machine was driven by a Sprague Motor and equipped with Productograph Register. The job run was three-color reproduction of a $3,000 oil painting of skyline of New York, accompanied by sketch of Manhattan three hundred years ago. Because of the practical demonstration of the possibilities of the Stonemetz, it is predicted that the thoughts of more than one visitor were turned in a favorable direction, a result mutually beneficial to purchaser and manufacturer.

Duplex Printing Press, Battle Creek, Mich., had a Duplex Tubular Single Plate, sixteen-page press in daily operation. The speed of this machine permits the production of 30,000 per hour of 4, 6, 8, 10, 12, 14 and 16 pages. 35,000 sixteen-page papers an hour, during certain hours, was the output at the show. The press is of a new style, two to one blanket cylinder. First one of this kind produced. This exhibit was of special interest to the visiting newspaper publishers of the A. N. P. A., which met in annual convention the week of the Exposition.

Chas. Eneu Johnson, 509 S. 10th St., Philadelphia, Pa., displayed specimens of work printed with Chas. Eneu Johnson Company's ink. A darkened booth open at side, equipped with stereopticon, was used to great advantage in showing color combinations and possibilities with more intelligent use of printing inks. Demonstrations of color chart were made. Ives Patent Kromskop, showing reproductions on slides, the objects showing in relief. Mr. Ives, who is credited with the invention of the three-color process, three-color camera and other epoch-making designs and manufactures, was in attendance and lectured to interested audiences.

J. L. Morrison Co., 201 Lafayette St., New York, N. Y.—Perfection Wire Stitchers of various models. Spools of Special White Label "None Such" Wire. A young lady operated one of the machines, stitching booklets in plain view of the visiting printers and publishers who could see every movement of the machine.

J. M. Huber, 50 Worth St., New York City, made exhibits of various newspapers and magazines using Huber Inks. A large painting showing new factory building; fine specimens of three-color printing and wet color printing. Some beautiful rotogravure prints made with Huber Inks. Two representatives were in attendance at the booth all of the time, and Mr. Huber himself spent several afternoons and evenings there greeting old friends, of which he has a great number, and making new acquaintances.

The Swink Printing Press Co., Delphos, Ohio, demonstrated the advantages of a Swink Two-Revolution Press, 27 x 40 bed, takes 25 x 38 sheet. Geo. Damon & Sons, eastern agents, operated by Lent & Graff, New York. The press was in operation almost continually and its operation was admired by many who had not before seen the machine.

Gatchel & Manning, 537 Chestnut St., Philadelphia, Pa.—Samples of work and designs, color engravings, original drawings, from the idea to the complete production. The booth was one of the handsomest in the Exposition. The display of numerous drawings, paintings, sketches and completed works of art in printed form made a miniature gallery, a visit to which was a joy and a delight.

Miller Saw Trimmer Co., Pittsburgh, Pa.—Two Miller Saw Trimmers. Four Miller Platen Press Feeders on 10 x 15 C. & P. Gordons, two of which have the Doyle-Allen Ink Distributors attached. The almost incomprehensible variety of operations possible upon a Miller Saw Trimmer machine were explained by capable demonstrators. The Miller Platen Press Feeders was a revelation to visitors who had never seen the mechanism.

American High Speed Press Co., 1 Madison Ave., New York.—Two 13 x 19 Standard Automatic High Speed Presses, one running two separate jobs of different sizes and weight of stock at one time, the other running on anything from 8 lb. Onion Skin stock to 120 lb. card. A prize contest was carried on by this company by which the pressman who succeeded in making ready and running a job of 500 impressions in the least time should receive a reward. Particulars regarding this interesting and practically useful contest will be published soon.

Wetter Numbering Machine Co., 331 Classon Ave., Brooklyn, N. Y., showed under a glass and in operation the smallest numbering machine made, size of a small watch charm ($\frac{1}{2}$"x$\frac{9}{32}$"). A Show Case of numbering

machines, several in operation. One case with 100 numbering machines locked up in a form. This exhibit by reason of its convenience in arrangement for visitors was inspected by many hundreds.

Auto Press Co., 95 Madison Ave., New York.—Two Auto Presses at either side of the main entrance, another a few feet away in almost continuous operation on different jobs. Two of 11 x 17 size, Model A. One 14 x 21 Model C. C. The Art Press, Baby Cylinder Semi-Automatic. Commercial jobs, such as would be run in the course of ordinary business, were produced before the eyes of critical inspectors with surprising dispatch and astonishing perfection.

Mergenthaler Linotype Company, Tribune Building, New York, exhibited samples of work produced in the great prize contest recently concluded. The contest prizes aggregated $5,800, and the tests of the Mergenthaler Linotype Machine by operators of all classes of skill, really mark an epoch in the development of the mechanical composition department of the graphic arts industry. Some of the best offices in the country were represented.

The winners of first prize in the different classes of work were: Class A—Britton Co., Cleveland, Ohio. Class B.—E. M. Uzzell, Raleigh, N. C. Class C.—De Vinne Press, New York City. Class D.—Barclay Co., Cincinnati, Ohio. A special prize for especially artistic Linotyping was awarded to the De-Vinne Press.

Class A included samples of books, fine catalogues, booklets, house organs, etc. Class B. brought largest number of entries—miscellaneous job work. Class C. covered entries of work on popular magazines and trade journals. Class D included samples of tariff and tabular work.

Grand Central Palace, New York

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THE AMERICAN NEWSPAPER ANNUAL AND DIRECTORY

The forty-sixth year of continuous publication brings the 1914 edition of this comprehensive review of the newspaper and magazine field. The book is full of valuable information for the publishers of this country and for all those who deal with them. The facts and figures pertaining to each of the 24,527 publications listed are presented in a condensed and get-at-able form.

The Annual and Directory is now the only publication of its kind which is compiled from information gathered with such thoroughness each year from original sources. Mr. George P. Rowell was the first to compile such a work, and for many years he issued the American Newspaper Directory. Following his death, the Directory, with its records, copyrights and property, was sold to N. W. Ayer & Son, who combined it with their Annual.

One specially valuable feature is the population of over eleven thousand towns, little and big, as given by the U. S. Census of 1910 and the Canadian Census of 1911.

As always, special attention has been given to the important matter of circulation figures.

Supplementary to the general catalogue are 215 classified lists, including dailies, magazines, women's mail-order, agricultural, religious, and the various trade and class publications, each class listed under a separate head.

This useful feature of the book is kept fully abreast of the times, as indicated by some of its lists: Aeronautics, Moving Pictures, Esperanto, Woman Suffrage and Anti-Suffrage.

The Annual and Directory likewise presents a vast amount of up-to-date gazetteer information showing the transportation, banking and other facilities of every town in which a newspaper is published, together with its building industries, productions, etc. This feature is supplemented by a specially prepared map of each state, showing practically every newspaper town. Convenience and conciseness have been studied throughout, and the book places at the disposal of publishers, of advetisers, of business men, of students, librarians, etc., a vast amount of fresh information not to be procured elsewhere.

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AUSTRALIAN PRINTERS APPRECIATIVE

The following excerpts from a letter written by the manager of a progressive firm of Australian printers and publishers, expresses the appreciation in which the N. P.-J. is held in that far-off land:—

"This company has derived great benefit by perusing your journal. Much of the reading matter is of a most interesting character, and we also find the advertisements most valuable to us, as it enables this company to get into touch with many of the leading manufacturers of printing machinery and printers' requisites in America. Again congratulating your journal on its silver anniversary. Yours truly,

E. PRISEMAN, Manager.

For and in behalf of F. T. Wimble & Co., Ltd.

BUSINESS NOTES

This Department is conducted for the benefit of advertisers, and expresses their claims and views

HAND-FEED SPEED WITH THE BABY CYLINDER

The receipt of a booklet of twelve beautifully printed pages and cover from the Autopress Company, is an illuminating exposition of the advantages of what the manufacturers call, "The Little Big Money Maker,"—the Baby Cylinder.

The pages of neatly set text are profusely illustrated with engravings that speak eloquently of the points to which particular attention is directed. The "ghost views" are splendid. The rule border is run in orange and the body in green of a tone which brings out the lights and shades with a peculiar effectiveness. It is a good job of printing.

Among the arguments advanced for "the Baby" cylinder as a money-maker are:—

It takes no more floor space than one platen with its feed tables.

It costs no more to operate than one platen.

It will turn out as much work as two or three hand-fed platens.

Make-ready is as quick and often quicker than on a platen.

It uses less ink than a platen because of its superior distribution.

It will handle rush work without disturbing the orderly operation of your plant.

It greatly increases your possible output without materially increasing your expenses.

It enables you to make quick deliveries which please old customers and attract new ones.

It will pay for itself in increased profits in a year or less if you can keep it even approximately busy.

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NEW MANAGER OF THE DETROIT HOUSE OF THE KEYSTONE TYPE FOUNDRY

Ward Morton, who has for a number of years represented the Keystone Type Foundry in the state of Michigan, succeeds Mr. Taylor as Manager of the Detroit Branch. Mr. Morton's "first appearance" in the Keystone was about twelve years ago. He was at that time connected with their New York House. Later he was connected with the advertising department of the Curtis Publishing Company, but the "lure of type" was too strong for him and he, shortly, drifted back to the fold, this time associating himself with the Detroit House where he has since remained. He is a man of pleasing personality and high ideals and we predict for him the same success and personally as a manager that he has enjoyed as a salesman.

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The Swink Printing Press Company has opened a branch office in New York, Room 527 Tribune Building, with Mr. Hunter Bradford in charge. Mr. Bradford was formerly with the Keystone Type Foundry and latterly with Parsons & Whitmore.

CLAYBOURN'S REGISTERING DEVICE WINS INTEREST AT EXPOSITION

Claybourn's Registering Device, used on the Three-Color Sterling Rotary Press at the New York Printing Exposition, won the interest and attention of hundreds of color printers. By means of the device sets of two, three and four color plates were registered on a lock-up stone without the aid of a press or use of strike sheets. Mr. L. W. Claybourn, the patentee, now with the Printing Machinery Company of Cincinnati, but known throughout the Northwest as one of the expert electrotypers, claims that his registering device insures mechanical certainty in registering plates; does away with the loss of valuable time consumed by old methods in trial registrations, the waste of materials incident thereto, and wholly eliminates the greater money loss due to the idleness of valuable presses while trials are being conducted.

The Printing Machinery Company is to open an office in Chicago, Rand McNally Building, May 1st, with Mr. Claybourn as resident representative.

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MONOTYPE EXHIBITS AT WALDORF-ASTORIA

The Lanston Monotype Machine Company exhibited machines at the Waldorf-Astoria, New York, in connection with the American Newspaper Publishers' Association Convention.

A new Monotype unit in the shape of a new lead and rule mold was shown. It is a small, compact mold which casts slugs, line borders, etc., to any length. A number of rules three feet in length were made and the economy possible to be realized by the use of the device appealed strongly. Manufacturing column rules, borders and slugs in any length in lightning order was attractive as an economical proposition.

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Awards in Johnson Ink Contest

The Chas. Eneu Johnson & Co., printing ink contest, of which Messrs. Chas. Francis, J. W. Bothwell and John Clyde Oswald were the judges, was recently announced at the National Printing Exposition, as follows:

In Colors.—Patterson & White, Philadelphia, Gold Ribbon; Beck Engraving Co., Philadelphia, Silver Ribbon; Fietser-Owen Co., Philadelphia, Blue Ribbon.

Black Series.—Loring-Axtell Co., Springfield, Gold Ribbon; H. S. Collins Co., St., St. Louis, Silver Ribbon; Independent Press, San Francisco, Blue Ribbon.

Honorable Mention.—Chilton Printing Co., Philadelphia; Lowe Brothers, Dayton; Ruralist Press, Atlanta; F. A. Bassette Co., Springfield, Mass.; Sunset Publishing Co., San Francisco; Sleepeck-Helman Printing Co., Chicago; Blakeley Printing Co., Chicago; C. T. Dearing Co., Louisville; Wolfe & Co., Philadelphia; Kutterer-Jansen Printing Co., St. Louis; Tribune Publishing Co., Meadville, Pa.; Grit Publishing Co., Williamsport Pa.; Burke & Gregory, Norfolk, Va.

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The Dexter Folder Company announces the removal of its Sales Room to the ground floor of the Rand McNally Building, Nos. 528-530 South Clark Street, Chicago. Mr. Arthur C. Hammond, Western Manager, is in charge, and will be pleased to demonstrate the latest types of Dexter Folders, Feeders, Cutters and Cross Continuous Feeders. The growth of the Printing and Bookbinding industries in Chicago makes it necessary to enlarge the facilities for meeting the steadily increasing demand for this Machinery.

NEW MANAGER OF THE CHICAGO HOUSE OF THE KEYSTONE TYPE FOUNDRY

Mr. J. H. Taylor, who has been manager at the Detroit House of the Keystone Type Foundry since its opening in 1905, with the exception of a short time during 1908 and 1909 when he was transferred temporarily to their San Francisco House, has been promoted to the position of Manager of their Chicago House.

Mr. Taylor is one of the most successful, best known and most popular men in his line and his promotion is the best evidence of the confidence of the Keystone management in him. We predict for the Chicago House, under Mr. Taylor's management, a healthy growth and congratulate the trade in that territory on his coming.

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THE INTERTYPE IN WEEKLY OFFICES

Literature recently issued by the International Typesetting Machine Company gives the locations of one hundred and sixty machines in the Chicago agency territory, and emphasizes the wonderful success of this machine. The first machine was installed in the Chicago agency territory May 10th, 1913; since that date the sales have steadily increased, due in large measure to the machine having met the test and proven itself worthy of confidence.

It is interesting to note that a large number of these machines are installed in weekly offices, and are being satisfactorily and successfully run without adding to or making any change in the employees. This would indicate that the claim for simplicity is well based, and that the machine is in every respect as represented.

The Chicago agency is located in the Rand-McNally Building, with C. D. Montgomery as Manager. Full information regarding machine and equipment, prices and liberal terms will be cheerfully given.

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The Mergenthaler Linotype Company of New York has issued a booklet concerning the details of a test of their machine and the Monotype in the offices of the Schlueter Printing Company and the Federal Company, both of New York City.

The test was made during January, 1914, on the setting, correcting, author's changes and making up of a 16-page book form ready for the foundry.

The text used was taken from the first two chapters of Paul Nathan's book, "How to Make Money in the Printing Business," and was set in 10 pt. Old Style, 21 picas wide.

Neither office knew that the other was producing the same work, but each office was asked to keep exact time on every item of labor and to push the work through as rapidly as possible in the regular course of business.

Some interesting deductions are made which will be found of interest to intending purchasers.

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"Motor-Driven Printing and Cut-Making Machinery" is the title of a pamphlet with a very attractive art cover just issued by the Westinghouse Electric & Mfg. Company, East Pittsburgh, Pa. This little pamphlet gives a very complete treatise on the subject of electric motor drive for printing and cut-making machinery. The advantages to be gained by this method of drive are fully explained, and the book is profusely illustrated with views of actual installations in printing and cut-making plants.

The characteristics of the different types of motors required for various classes of work are also thoroughly explained, and views of the different types of motors are given. The different types of printing machines and their requirements are thoroughly covered.

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F. E. Okie Company of 127 S. Second St., Philadelphia, is circularizing the trade with some excellent samples of printing produced by the use of varieties of ink. A circular called, "Series 8," is printed in nine shades of ink, and the satiny finish, even dense covering qualities, are well exemplified. The series of ink shown is know as the Okie Spectrum Series. Other circulars plainly demonstrate the values of Black Diamond News, High Grade Half Tone Black and New Bond Black, each being printed upon stock suitable for best demonstrating the merits of the respective kinds of ink.

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BALSAM FIR FOR PAPER PULP

That balsam fir, a tree which a few years ago was considered of little value, is now in demand for pulp wood, is the statement made by the United States Department of Agriculture in a bulletin just issued on the subject. This demand has been brought about, says the department, by the enormous expansion of the pulp industry during the past two decades with its present consumption of three and a quarter million cords of coniferous wood, and the consequent rise in the price of spruce, the wood most in demand for paper making. In addition, the department goes on to say, balsam has begun to take the place of spruce for rough lumber, laths, and the like, as the price of the latter wood has risen.

The chief objection to the use of large amounts of balsam fir in the ground-pulp process of paper making is said to be due to the so-called pitch in the wood, which injures the felts and cylinder faces upon which the pulp is rolled out. Balsam fir does not have a resinous wood, and the material which gums up the cylinder probably comes from grinding balsam under conditions adapted to spruce wood. Yet from ten to twenty-five per cent and possibly more of balsam can be used in ground pulp without lowering the grade of the paper produced. It is known that with balsam logs left lying in water over a season this drawback practically disappears.

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STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC.,

of The National Printer-Journalist,

Published monthly at Chicago, Illinois, required by the Act of August 24, 1912:

Name of— Post-office address—

Editor, Benjamin B. Herbert - Chicago, Illinois.

Managing Editors, Benjamin B. Herbert and B. S. Herbert - Chicago, Illinois.

Business Manager, Benjamin B. Herbert, Chicago, Illinois.

Owners: (If a corporation, give names and addresses of stockholders holding 1 per cent or more of total amount of stock). a

Benjamin B. Herbert, Owner.

Known bondholders, mortgagees, and other security holders, holding 1 per cent or more of total amount of bonds, mortgages, or other securities:

There are none.

BENJAMIN B. HERBERT,
Editor and Publisher.

Sworn to and subscribed before me this 31st day of March, 1914.

BENJAMIN B. HERBERT,
Editor and Publisher.

E. B. BARNARD,
Notary Public.

TABLE OF CONTENTS—MAY, 1914

	Page
"Accuracy First," for Newspaper Motto	338
A. F. Wanner	391
Addresses Delivered before N. E. A. Convention, Houston, Texas, April 23-25, 1914	339
Among the Associations	364
American Newspaper Annual and Directory	383
Balsam Fir for Paper Pulp	385
Business Management	363
The Building and Holding of the Country Weekly Circulation.	358
Business Notes	384
Chicago Ben Franklin Club Banquet	361
Claybourn's Registering Device Wins Interest at Exposition.	384
Editorial	362
The Editor's Wife	355
First User of Wood Pulp Dead.	364
How to Judge a Type Metal before Trying it out	377
Illinois Press Association to Meet	364
Journalism in the Far North	356
Local Advertising	348
Making a Weekly Pay at 50 Cents a Year	342
Missouri Press Association to Hold Exposition	361
Model New Office	377
More Work Through Publicity.	379
Monotype Exhibits at Waldorf-Astoria	384
New Manager of the Detroit House of the Keystone Type Foundry	384
New Manager of the Chicago House of the Keystone Type Foundry	385
New York Printing Establishment Celebrates Twentieth Anniversary	337
The Newspaper as a Constructive Force	346
New Zealand Printer-Publisher wants Samples of Newspapers	354
National Newspaper Conference.	360
A New York Printer After Business	361
Newspaper Criticisms	365
New York Press Association to Hold Convention First Week in June	374
A New Modern Efficient Type Foundry Building	375
Old Wine in New Bottles	353
Paper Imports Grow	364
Pioneer Law Printer is Dead	378
Printers and Employes Dine	378
Responsibility of Country Publishers	343
Statement of the Ownership, Management, Circulation, etc.	385
Second Annual Northwest Printers' Cost Congress	377
Second Annual Graphic Arts Exposition, New York, April. 18-25	381
Type Foundry Heads Lunch Together	352
University Calls Pittsburg Editor	356
The Value of a Woman's Page.	350
What should be the Attitude of the Editor Towards the Readers	346
Helen Kay Williams	345

INDEX TO ADVERTISEMENTS

	Page
The Auto Press Co.	325
American Type Founders Co.	329-331
The Acme Staple Machine Co.	334
The Argus Press Clipping Bureau	335
American Embossing Co.	387-390
J. W. Butler Paper Co.	321
Barnes Crosby Co.	322
Barnhart Bros. & Spindler	328
Danielene Composition Co.	390
Globe Engraving & Electrotype Co.	334
Goss Printing Press Co.	336
Hamilton Manufacturing Co.	324
Houghton, Mifflin Co.	335
Intertype Typesetting Machine,	4th cover
The Jaenecke Printing Ink Co.	330
C. I. Johnson Mfg. Co.	332
Lanston Monotype Machine Co.	326
Fred'k H. Levey Co.	334
Mergenthaler Linotype Co.	323
Miller Saw Trimmer Co.	335
E. L. Megill	390
Novelty News	390
Navarre Hotel	391
Oswald Publishing Co.	390
F. E. Okie Co.	392
Queen City Printing Ink Co.	327
John Royle & Sons	335
Raithby Lawrence & Co.	390
Roosen Printing Ink Co.	2nd page cover
The Swink Printing Press Co.	330
Syracuse Smelting Works	331
The Typo Mercantile Agency.	335
Wood & Nathan Co.	333
Want and For Sale Adv.	387
Wanner Machinery Co.	391

FRONT VIEW OF CABINET K-625

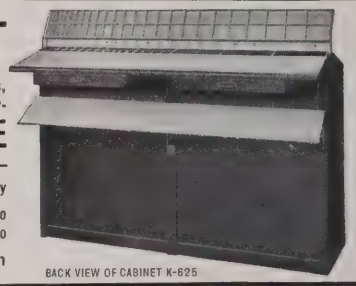
KEYSTONE STEEL EQUIPMENT

For Composing Room, Press Room and Bindery; consisting of Cabinets, Ad Frames, Case Stands, Linotype Dumps, Imposing Frames and Surfaces; Correcting and Storage Frames; Assembling, Make-up and Stripping Tables; Galley Transfer and Self-Dumping Trucks, etc., and it LASTS A LIFETIME

This Steel Furniture was Originated, Designed and Made for Your Special Needs by

KEYSTONE TYPE FOUNDRY Philadelphia, New York, Chicago Detroit, Atlanta, San Francisco

For Detailed Information and Catalogue, Address House Nearest to Your Location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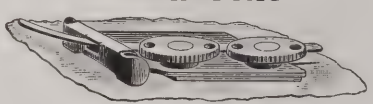

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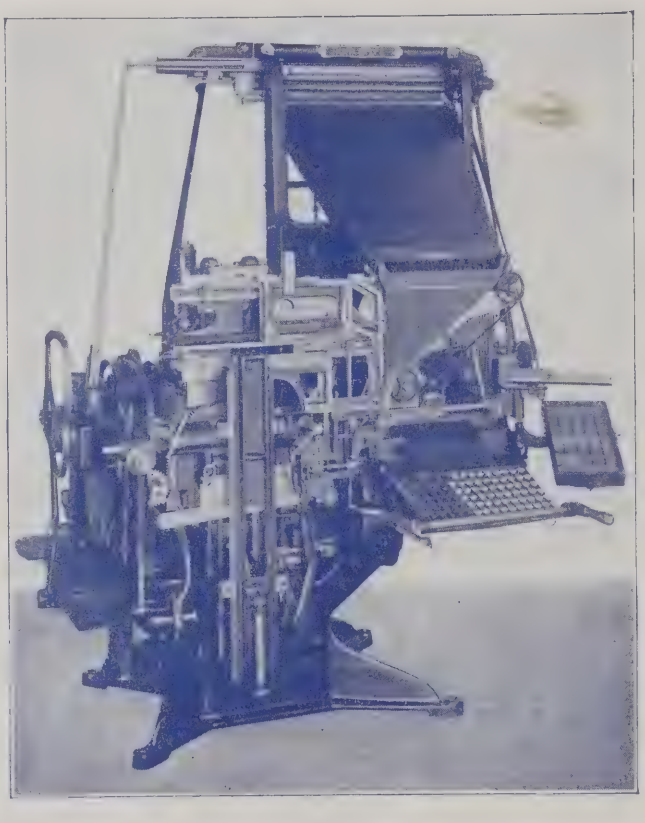

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NATIONAL PRINTER-JOURNALIST

VOL. 32

NO. 6

CHICAGO

JUNE, 1914

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In newspapers, magazines and by direct mailing of booklets and folders, it has succeeded in doing for itself just what it can do for you and for any man with something to sell.

The pictures which border this page show a part of the folders, portfolios and booklets which have been issued by Barnes-Crosby Company during the past year—to spread the message of good engraving and good illustrating to every advertiser in the country.

We have a small quantity of each of the booklets we have shown which will be sent to you upon the receipt of your request, written on your own letterhead.

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Barnes-Crosby Company

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Artists : Engravers : Catalog and Color Plate Makers

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New Model High Speed Boston Wire Stitcher No. 2

THE New Model High Speed Boston Wire Stitcher No. 2 is now ready and may be ordered from any of our selling houses. Capacity two sheets to one-quarter inch, flat and saddle tables, single adjustment for all parts, operating speed from 125 to 250 stitches per minute, friction clutch, overhead belt or electric motor drive. So many No. 2 Bostons have been sold the past few weeks, particularly at the New York Show, that customers wishing early shipments should send in their orders as promptly as possible.

Write the Selling Agent for Prices and Terms.

AMERICAN TYPE FOUNDERS CO.

"Globetypes" are machine etched halftones and electros from halftones by an exclusive process Nickelsteel "Globetypes" are the supreme achievement in duplicating printing plates.

Telephone, Harrison 5260-5261-5262 All Departments

This NICKELSTEEL "GLOBETYPE" has been used in every issue of the National Printer-Journalist since October, 1912. Note that the printing quality does not show perceptible deterioration.

Short Run Contest on

An Efficiency Contest was held at the Printers' Exposition, Grand Central Palace, New York.

Pressmen from offices where STANDARDS are in operation competed to see which, in the shortest time, could make ready and print three jobs of 500 impressions each.

The Prize Winners

Martin Delaney
Winner of 1st Prize
Average time per form 17 min. 38 sec.

John Burke
Winner of 2nd Prize
Average time per form 18 min. 32⅔ sec.

Charles Saunders
Winner of 3rd Prize
Average time per form 18 min. 58 sec.

This contest was gotten up for the benefit of printers who desired to be shown how quickly jobs can be made ready on the **Standard High-Speed Automatic Job Press.**

It demonstrated that it is not necessary to have all long runs to make the STANDARD profitable.

The Eminent Judges

The individual performances were verified by the following well-known representatives of the printing industry:

Charles G. McCoy, Business Manager Printing Trade News.
Maurice B. Atkinson, Business Manager New York Master Printers' Association.
W. B. Prescott, Business Manager The Inland Printer.
C. F. Whitmarsh, General Manager The Printing Art.
Edmund G. Gress, Associate Editor The American Printer.
Edmund Wolcott, Ex-President Typothetae, City of New York.

the STANDARD Press

The Three Jobs

IMPORTANT TO PRINTERS!
EFFICIENCY CONTEST
on the
STANDARD HIGH-SPEED
AUTOMATIC JOB PRESS
Every Evening at 8 o'Clock
at Booths 13-14-15
Pressmen from offices where STANDARDS are in operation will compete to see which, in the shortest time, can make ready and print three jobs of 500 impressions each.
℞ A PRESCRIPTION FOR SUCCESS

The rules of the competition required each pressman to handle the same three jobs, which were electrotype plates; he must put on new tympan sheets for each job, make the form ready, get an O.K. for position and quality of work, and print 500 impressions of each form; the size of each form and quality of paper was different, so as to make the conditions as nearly as possible the same as they would be on the miscellaneous work of a job office.

Summary of Results

Pressman No. 1, average time on each job, 17 min. 38 sec. Total, 52 min. 54 sec. Report verified by Charles G. McCoy, Bus. Mgr. Printing Trade News.

Pressman No. 2, average time on each job, 18 min. 32⅔ sec. Total, 55 min. 38 sec. Report verified by Maurice B. Atkinson, Bus. Mgr. N. Y. Master Printers' Association.

Pressman No. 3, average time on each job, 18 min. 58 sec. Total 56 min. 54 sec. Report verified by W. B. Prescott, Bus. Mgr. The Inland Printer.

Pressman No. 4, average time on each job, 19 min. 44⅔ sec. Total, 59 min. 14 sec. Report verified by C. F. Whitmarsh, Gen'l Mgr. The Printing Art.

Pressman No. 5, average time on each job, 21 min. 20 sec. Total, 64 min. Report verified by Edmund G. Gress, Associate Editor The American Printer.

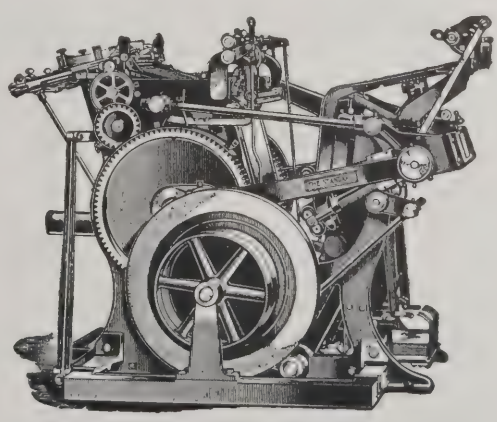
Pressman No. 6, average time on each job, 23 min. 39 sec. Total, 70 min. 57 sec. Report verified by Edmund Wolcott, Ex-Pres. Typothetæ of the City of New York.

1st Prize won by Martin Delaney, employed by Jaques & Co.....116 East 41st Street
2nd Prize won by John Burke, employed by Commercial Printing Co.....152 William Street
3rd Prize won by Charles Saunders, employed by Fleming & Benedict.....84 John Street

Average time per job for the whole contest (18 forms), 19 min. 47 sec.
Average time per job for the three winners, combined (9 forms), 18 min. 23 sec.
Average time per job for the three losers, combined (9 forms), 21 min, 34 sec.

No other press has the range, scope, and speed combined, or can make as much money in the commercial job printing field as

The Standard
High-Speed Automatic Job Press



Wood & Nathan Company, Sole Selling Agent
The Standard High-Speed Automatic Job Press
1 Madison Avenue, New York City

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CANDIDATE

for your Engravings—I know how to make the kind to bring success—Engravings for Cards, Newspapers, Books and Circulars

WRITE ME AT SANDERS ENGRAVING CO., 221 OLIVE ST., ST. LOUIS, MO.

The Hamilton Interchangeable Standard Steel Cabinet No. 473

Price $130.00

HAMILTON Steel Cabinets are today the acknowledged standard of the world. They are built to last a business lifetime and reflect thirty-three years' experience in the development and manufacture of furniture for the printing plant. The day of specially designed cabinets for the composing room has passed and passing with it is the excessive cost. Today there is an *all-steel* Interchangeable Hamilton Cabinet to suit the requirements of every printer at a cost made possible by their production in large quantities.

Hamilton Cabinet No. 473, illustrated above, is designed for general use in newspaper plants and magazines as well as in job offices. This cabinet is composed of two separate bodies and can be assembled as shown above, affording the use of both a sloping and flat top, or, if desired, can be arranged with all of the flat surface on one side and the sloping top on the other. The top unit of the cabinet is easily removable, permitting it to be replaced, if desired, by any of our six standard tops.

The overhead electric lights on this cabinet have visors to shade the light from the workman's eyes. This is distinctly a Hamilton feature. The price of the cabinet as illustrated is $130.00 f. o. b. Two Rivers (electric lights, number tacks and dumps, extra).

Hamilton Wood Type.—We are the largest manufacturers in the world of end grain type cut on rock maple. Height guaranteed uniform on point system. Send for Wood Type catalog, circulars, etc., which will be sent promptly on request.

Equip your composing room with Hamilton Interchangeable Standard Steel Cabinets and save time and steps for your workmen—floor space and dollars for yourself.

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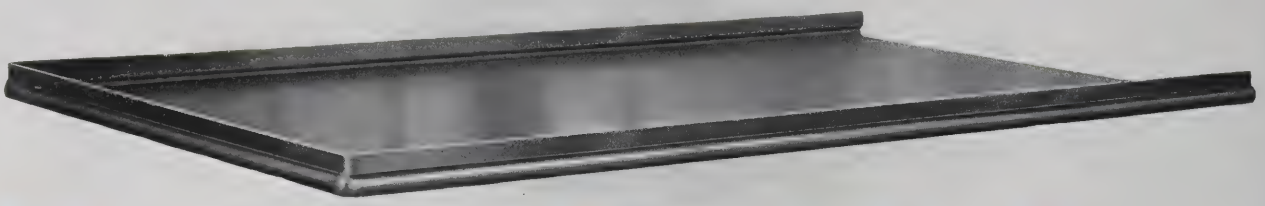
Main Offices and Factories, TWO RIVERS, WIS. **Eastern Office and Warehouse, RAHWAY, N. J.**

Hamilton Goods are carried in stock and sold by all Prominent Typefounders and Dealers



Hamilton Steel Galleys

Cold Pressed – Jointless

Think of it! A one-piece absolutely jointless Steel Galley for about one-fourth the price of the old-fashioned brass kind. A Modern Galley, smashed from special analysis steel under a pressure of seven hundred and fifty tons, by gigantic presses that weigh sixty-five tons each. Big figures—it's true—but they mean Big Things to the World's Printers.

A modern tool for the Modern Printer—a galley for the temporary or permanent storage of standing matter at a cost that is not prohibitive.

Modern Because of its accurate method of manufacture — each galley being mechanically correct — made accurately from dies and by a perfected process that is distinctly Hamilton.

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The only Jointless Corner—the Hamilton

Modern Because of its uniformity, each galley being smashed from 18-gauge special steel that insures a uniform thickness. In an inspection of 1000 galleys we were unable to find the variation of a thickness of a sheet of tissue. This insures the printer proofing satisfaction.

Modern Because it can be furnished practically non-corrosive by means of an electrical deposit of zinc which gives it a beautiful, white, smooth finish that is washable and permanent.

Modern Because of its fluted sides and ends—which insure perfect seating and alignment of the type—and serve as a gutter to carry off the water, oil or accumulating dust or dirt. Hamilton galleys will last a business lifetime, are practically unbreakable, and are furnished in standard news and job sizes.

Simplifying and cheapening the production of all metal galleys has encouraged its wider use by both publishers and printers where large quantities of standing matter is a necessity. Our close contact with the progressive printers of the leading nations of the world for the past third of a century has resulted in the accumulation of a fund of knowledge concerning composing room needs and methods. The application of this knowledge to *your* composing room is yours for the asking.

Hamilton Galleys cost no more than the old-fashioned storage galleys with pieced corners

THE HAMILTON MANUFACTURING CO.

Main Offices and Factories, TWO RIVERS, WIS. **Eastern Office and Warehouse, RAHWAY, N. J.**

Hamilton Goods are carried in stock and sold by all Prominent Typefounders and Dealers Everywhere

New Foundry
Best Methods
Loyal Customers
Big Stocks
Come Early

New Store
Best Goods
Loyal Workers
Big Trade
Come Often

Barnhart Brothers & Spindler

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St. Louis
Washington, D. C.
Omaha
St. Paul
Kansas City
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Type-Metals of Consistent Dependability

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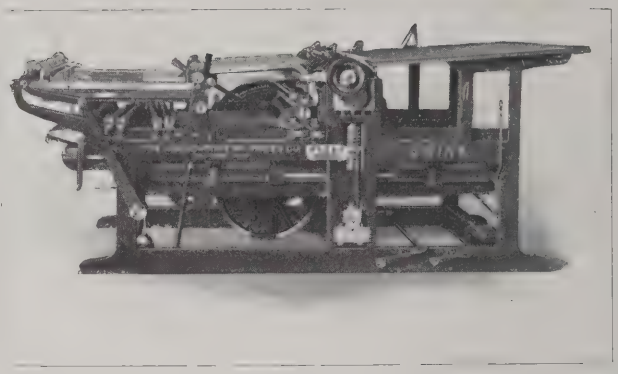

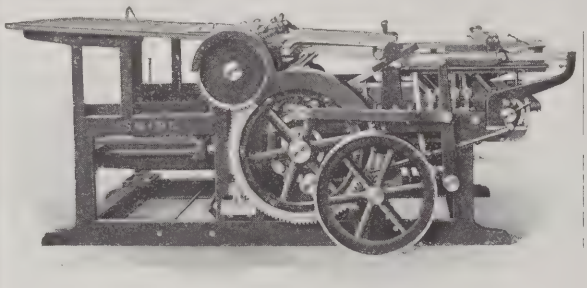

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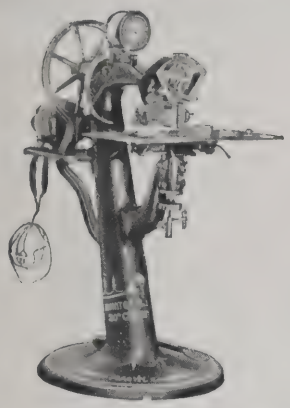

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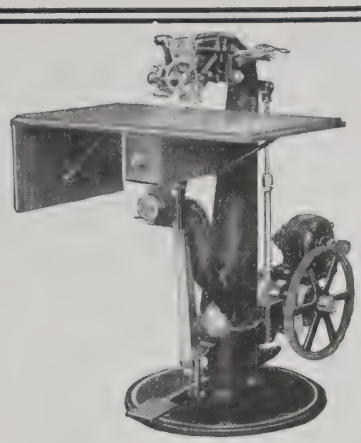

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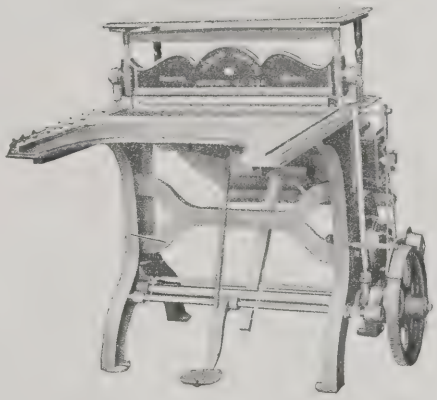

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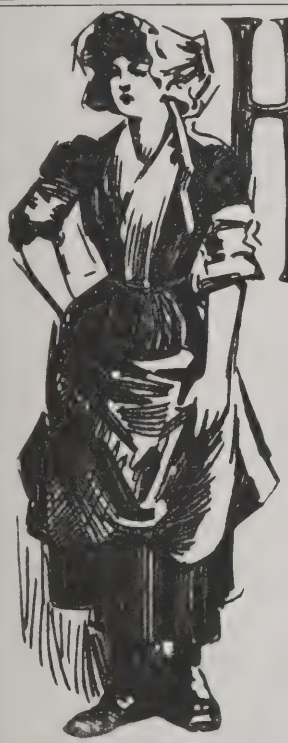

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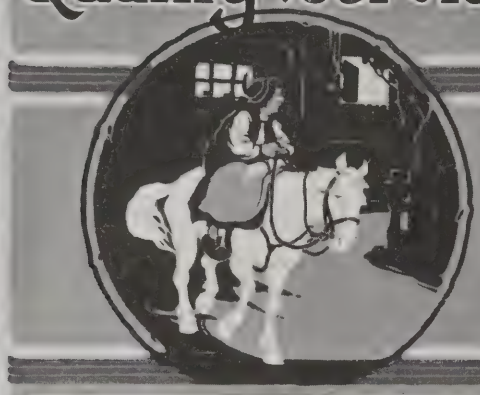

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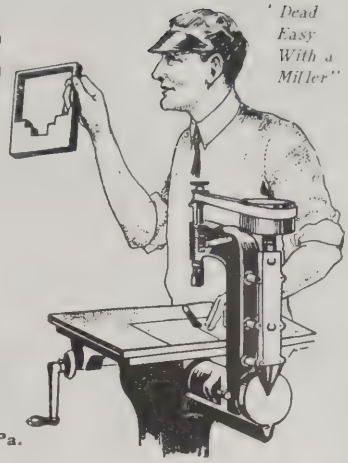

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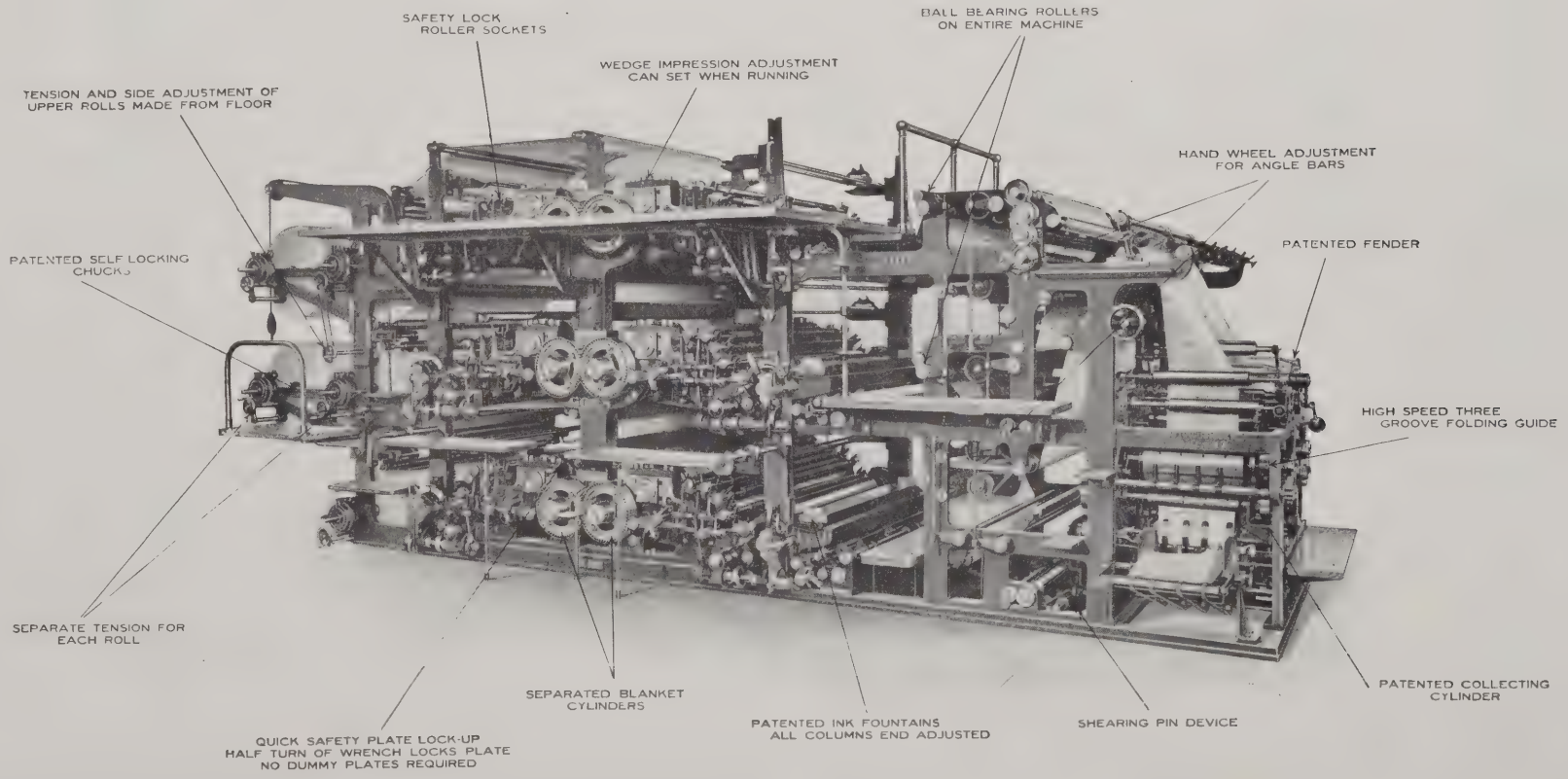
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NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

VolumeThirty-Two | Chicago, June, 1914 | Number Six

The Return Card Stamped Envelope a Monumental Graft and Grab

By Henry A. Castle, St. Paul, Minn.

Address at the Annual Meeting of the National Editorial Association, Houston, Texas, April 25, 1914.

FORTY years of my life's special activities, so far, may be almost equally divided between the newspaper business and the postal service. For twenty years I had control of daily or weekly newspapers. For a like period I have been officially or professionally connected with the mail system—five years as Postmaster of St. Paul, with two hundred employes; seven years as Auditor for the Postoffice Department at Washington, with six hundred employes, responsible for all the vast and complicated accounting methods, reaching every branch; eight years studying and advocating various propositions for postal improvement or reform.

I may reasonably be expected, therefore, to have some interest in and some views on a subject that has long agitated the printer, filling his system with boiling wrath until his head is made dizzy with the steam.

It is not the individual amount of loss which he suffers, enormous as it is in the aggregate, that inspires his indigestion, but the unholy fact that his business is selected by the Government for this special despoilment, and that he is compelled, as a taxpayer, to furnish his full share of the millions lost by the treasury in the iniquitous process of despoiling him. His anger is as bitter, as persistent, as excusable as if the demnition total of the graft came out of his pockets—as if the impudence of the grab insulted him alone. That the power of united effort—the concentrated impact of innumerable projectiles, will ultimately release him, is his only present comfort.

It was perhaps natural that the Postoffice Department, wishing to introduce the stamped-envelope, should have arranged, a generation ago, to have individual return-requests printed free, distributed free and sold to the consumer along with the plain stamped-envelope. In recent years there has been no need for this. It is not now and never has been within the reach of the poor and the uneducated, and hence does not contribute to the efficiency of the postal service. Business men alone could order the special-request stamped-envelopes, in 500 lots, and they would use the return-requests anyway.

The practice has now become intolerable to the large industries scattered all over the country, whose legitimate business has been interfered with by the encroachment

Henry A. Castle

of this Government monopoly, with which competition is admitted to be impossible.

The Department, partly from an excess of its own zeal and partly through the stimulus of the stamped-envelope contractor, has advertised and promoted the sales of these envelopes in every conceivable way, not with an expenditure of the contractor's money, but by an expenditure of the public funds. It has sent the letter-carriers, the postal clerks, the postmasters, and the employes generally, upon the business promoting, without cost to the contractor, the sales of this article.

The Department's estimate is that 75,000 corporations, firms and business men are customers of this subsidy, which is less than one-half of one per cent of the general public using stamped envelopes. So this inexcusable subsidy of a generation, increasing in volume and expense to the public year by year, is for the benefit of an inconsiderable number—those only who can afford to pay for what they get; and the better they can afford to pay, the greater the benefit of the subsidy.

Yet small as is the number, comparatively, who are benefited, the wrong upon the printing and newspaper trades is unquestionable, not only because the number of jobs taken away from them by this means is very great, but because it is increasing rapidly.

The plant which now competes with these widely separated industries is not in the city of Washington, and does not belong to the Government. Yet the Government maintains in even the smallest village an agency instructed to solicit work for this plant to the detriment of the resident printer and stationer. In addition, the Government has spent hundreds of thousands of dollars in distributing advertising circulars and placards, and other hundreds of thousands in delivering the finished product to customers by registered mail free of postage. It also collects all the bills, so that the contractor takes no risk.

In one of the defenses put out by the Department it is stated "if the printers of the country printed the stamped envelopes, they could not do the work for anywhere near the price we can have it done for, and the result would be increased expense." This statement should challenge the attention of all thinking business men. Why is it that the 75,000 firms and corporations who want printing for nothing should be objects of such charitable concern on the part of the Government, while the average citizen who has not risen to the dignity of sharing in this gratuity, is crying in vain for the assistance of the Government in relieving his own financial necessities?

This iniquity became so unendurable that four or five years ago, the National Editorial Association joined with representatives of other industries menaced by it, in an earnest, patriotic effort to abolish it. The so-called Tu-Velle-Nelson bill was introduced in Congress, providing that the special return cards, with names of individuals, firms and corporations, should no longer be printed on stamped envelopes, after the expiration of the contract then existing.

This bill, after exhaustive hearings of all sides, by the House Postoffice Committee, was favorably reported by a unanimous vote of the Committee, and in due course passed the House by the significant majority of 192 to 27—or more than seven to one.

The bill went to the Senate and was referred to the Postoffice Committee. A careful canvass of the Senators revealed that a decided majority were ready and anxious to vote for it but by the cold-blooded and arrogant hostility of Mr. Penrose, the Chairman, and the bald treachery of two other members, the bill was held in committee, without report, until the expiration of that Congress, which was near at hand.

Mr. Hitchcock, then Postmaster, opposed the Legislation we asked. If he had any valid argument to sustain his position he did not advance it. He followed the bad precedent of yielding to the "expert" subordinates who, hand-cuffed by tradition, and suffocated by routine, too often feel obliged to maintain consistency with out-of-date policies long since dead. Mr. Hitchcock, like many predecessors, overwhelmed with weighty concerns, accepted the views of these subordinates and signed the letters they prepared for his desk—afterward repudiating some of the more stupid of them.

Thus the meritorious Tu-Velle Bill died of too much Penrose, too little Hitchcock and not enough time. But its merits survive; the reasons for its enactment still exist, and if your persistence holds out, the victory may yet be won. What that victory would mean is shown by the fact that every four years this contractor furnishes, of these special corner-card envelopes, an aggregate of five thousand millions, or over a thousand carloads.

Thus has been built up a monopoly in the hands of this Government contractor, with a plant so extensive that no one else can bid against him on equal terms, and with free transportation, free advertising, and promotion furnished by the Department. All this to destroy the individual competition by private printers who would otherwise bid against one another direct to the consumer of printed envelopes.

The Government is now vigorously prosecuting in the courts several alleged monopolies under the law which prohibits combinations in restraint of trade. These corporations do not absolutely monopolize their several lines of business. They have competitors, and it might be possible with sufficient capital to overcome them. But in the case of this stamped envelope monopoly no competition is possible. The Government is fostering and enlarging its business, at the expense of the people and to the great damage of at least twenty thousand industrial establishments in seven distinct lines of private enterprise, with their scores of thousands of employes.

The law permitting the manufacture of stamped envelopes explicitly provides that they shall be sold at the cost of procuring them, including all expenses connected therewith. There is no legal authority for transporting them free of charge from the contractor to the consumer, yet this is constantly being done and causes a heavy loss to the postal revenue of which no account is taken. The envelopes are sent through the registered mails, in cases and packages, franked at the factory in Dayton, Ohio, to any city or town in the United States and its Island possessions, free of postage. Printed envelopes are fourth-class mail matter, which we are officially assured by the Postmaster-General in his annual report for 1909, verified by the President's annual message, costs 12 cents a pound for transportation and delivery. Accepting this official figure it follows that there is a loss to the postal revenues of millions of dollars in carrying out this deplorable policy.

Why this loss should be incurred by the Government to specially favor the wealthy patrons of the postal service, at the expense of the entire tax-paying body of citizens, and to the serious damage of worthy private enterprises which are thus to that extent put out of business, is one of the inscrutable mysteries of admiration which strikes the average observer with discouragement and dismay. The whole business is indefensible on principle; it is ultra paternalism; it is worse than that—it is rank socialism. Since not one word of defense has been put up by the department or its apologists as to the principle involved, the only plea for its justification is department tradition, and a desire to exalt the functions and increase the profits of the monopolistic contractor who does the work. We have been permitted to observe, of late, too many instances of departmental error, confusion, and self-deception to justify us in accepting its conclusion as to the value or the profitableness of any of its operations.

It is a significant fact that during the debates in Con-

gress on the question, not a single voice was raised in defence of the principle involved. Mr. Cox, now Governor of Ohio, then the leading champion of the contractor and Representative of the district wherein its manufacturing establishment is located, said (Congressional Record, March 7, 1910, page 2914):

"I am not willing to subscribe to the proposition that it is proper for the Government to be in the envelope business, and what I have to say is free and apart from the fundamentals involved. * * * I am fully aware of the sense of this House on this subject. I believe that most of the members are opposed to the Government making these contracts for printing envelopes, and so far as I can see there seems to be no reason why the Government should be in this business, although the Postoffice Department has without variation for the past forty years insisted that it would be a mistake to make a change."

But even the Postoffice Department has not invariably insisted on this proposition. High officials have often admitted that the free printing should not have been inaugurated. The annual report of the Third Postmaster-General for 1909 (page 26), says that opposition has always existed among the envelope printers, lithographers, manufacturers, etc., to the competition of the special request stamped envelope with private industry, and conceding by implication that this opposition is well founded goes on to propose a method by which he thinks it can be removed. In a public utterance explaining and advocating his scheme this official said that his plan 'would put back the printing of request envelopes in the hands of private parties where it properly belongs." The admission that this compromise measure would take the printing from the Postoffice contractor and put it "where it properly belongs surrenders the whole contention of the Department, since where the business properly belongs is with the private -manufacturer, publisher, merchant and printer.

Thus this iniquity stands confessed, unmasked, uncontradicted. It is unjustifiable in theory, expensive in operation; detrimental to numerous branches of private industry, and in every aspect, contrary to the spirit of American civilization.

To the Contractor it is grab; to the consumers it is a graft; to the lines of business, large or small which are affected, it is an injustice, an injury, and an insult.

Thus the printer-man, in voicing his vehement, indignant protest, is not engaged in a merely selfish struggle to advance a personal interest, but is standing for a grand patriotic epoch-making principle—that the nation shall not build up an odious monopoly, on the injury and humiliation of useful enterprises.

More than twenty years ago, speaking to this Association, at a banquet tendered by the citizens of Saint Paul, I stated that six million newspapers were printed in the United States every day, and that every sheet stamped an impress on some immortal soul. The influence has vastly increased since then; nearly twenty millions of foreigners have come to us to share its benefits, and now we seem fated to take over bodily a neighboring but alien race, steeped in ignorance, saturated, with intertia, infested with hook-worm, long ruled by assassins, the responsibility for whose assimilation will rest largely on American journalism.

In facing this added responsibility, you should resolutely demand the removal of all handicaps to your self-respect and self-protection.

Composing-Room Efficiency

By R. C. Dyer, Local Manager Barnhart Brothers & Spindler, Dallas, Texas.

THERE can be no real efficiency without a cost system. Efficiency is based on a knowledge of the task at hand, and if the workmen are not informed as to your hour-cost, how can you expect them to appreciate the value of time and use it to the best advantage. If you know your hour-cost, do as did one publisher I have in mind who posts yesterday's hour-cost every morning in the composing-room.

The cost system is gaining just recognition slowly for the reason that most editors concern themselves chiefly with editorial work and leave the details of manufacturing with the foreman, who at best is a very poor business man, and for the lack of cost knowledge is utterly unfit to operate your plant on a profitable basis. Your foreman

R. C. Dyer
Dallas, Texas

should have business knowledge as well as technical knowledge and the only way for him to get knowledge of the commercial end of the business is through the cost system.

The lack of commercialism in the average foreman was brought forcibly to my attention a few months ago. I was talking to the foreman of one of the largest commercial plants in Texas and during the conversation we drifted to costs and profits. He told me that as soon as he got money enough he was going in business himself. I reminded him of the hazard of the undertaking I am not afraid of not making a living if I get the prices they do in this shop, he told me. In order to convince me he told of an incident of a few days before. "I am a member of the charitable organization," he explained, "as we were needing some letterheads they asked me to see if I couldnt get the work done at cost. When I took the matter up with the proprietor I was told that the firm would be glad to furnish the letterheads at actual cost, but instead I was rendered a bill for $3.75 when the paper stock did not cost over a dollar and a half and the time not over a dollar. If I can get business on that basis I am not at all afraid of not making a success."

Now here is a man who is responsible for the profit on a $50,000.00 investment in time and material. I don't believe that a man with his limited knowledge is a fit man to spend that amount of money.

Forget for the moment that you are an editor and consider yourself a manufacturer with a comparatively simple problem of producing the same article each day. You publishers who also conduct printing plants in connection with your paper will find it much easier to produce a newspaper at a given cost than to conduct the printing department at a profit. In the printing department you are called upon to manufacture many different articles while the publisher has a staple article to produce.

In the manufacture of any article you have three elements of cost to consider, viz. Investment, raw material and labor. In the publishing business these consist of plant, paper stock and labor, and the greatest of these is labor; therefore the most intricate and most important one to solve. It is, in fact, the only one you can control as the amount of paper stock fluctuates, and the more you use up to a certain point the more your income, so as a manufacturer we cannot consider the cost of paper in producing a newspaper.

Now in order that the minimum amount of labor shall be used, the plant most be efficient. It is a simple problem to make your plant efficient for the reason that you know exactly what you have to produce. You must produce a certain number of pages on the average per day with a certain per cent of reading matter and a certain per cent of advertising. Any typefounder can tell you how many pounds of type, brass rule, spaces and quads, etc., is required for a page, so it is a simple matter to multiply the amount required by the number of pages you run. The type founders will also tell you how much is required in the way of furniture and how best to arrange it in your building. In fact, experts are employed by the leading founders for that purpose and many of the leading publishers are availing themselves of this service, so I repeat that it is a simple problem for you to have an efficient plant at the minimum investment.

But labor is the great problem and it is your great problem. I say it is yours because it is up to you and to you alone to solve. The solution is organization and co-operation. Organization by having the right men for the right place and co-operation by encouraging the initiative.

I am glad that I learned the printer's trade under a brick-layer. A brick-layer who advanced to be a contractor and who appreciated the fact that labor was a thing to be saved. With the assistance of others he first made the plant efficient and then trained his workmen to use it to the best advantage. Now, imagine, if you can, a brick-layer training printers to be more efficient.

He first selected his men with care. He was particular as to their habits and deportment and insisted that his apprentices must have a fair education. He always paid just a little more wages than anyone else in town, consequently the very best trained men were attracted to his shop and with the aid of these he undertook to train his future force and in a few years had the most efficient plant in town. It was his custom to assemble his force every morning for a few minutes' conference, during which the problems of the previous day were gone over and discussed. At first many of the printers ridiculed these daily meetings, but soon began to look forward to them with pleasure, for here he was sure of a hearing and any idea that was advanced was sure to have careful consideration. The men were trained to work with their heads as well as with their hands. Daily tasks were assigned to the workmen, which was to constitute a day's work. I remember that my task was to make eight thousand impressions per day on an eight by twelve jobber. When that task was finished I was allowed to quit for the day—and no penalty for not making that number, but I must make it on an average.

When I read of the scientific management of today I think of the old boss to whom I owe so much, and speaking of scientific management—I always want to call it common-sense management—I am reminded how little this term is really understood. We read of Mr. Taylor, who invented one shovel for sawdust and one for iron ore, and think that the problem of training one's employes is for someone of experience in that particular line, but I say it is your own individual problem, and I challenge anyone to go into your plant and tell you how to operate it at the least cost in time, money and labor without first spending many months carefully studying the particular problems that confront you. The progressive employes of today are clear-headed and far-sighted enough to know that there is only one way to secure head and heart service, only one way to build a permanently successful enterprise, and that is to train their employes. It requires just as much floor space for a good workman as it does for a poor one. It requires a greater investment for a poor workman than for a good one. Good men produce more than poor ones at a less rental cost and a less investment cost.

In the larger cities schools are being established in which the apprentice may improve his time by spending his evening studying the art under able instructors. This will help wonderfully in a few years. These ambitious young men will soon be out into the publishing world, and I am sure that they will make a good showing and will become valuable assets to the industry.

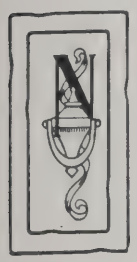
Composing-room efficiency does not depend wholly on your equipment, but more on your men. If you have the right kind of men you will have the right kind of equipment. You have ten dollars invested in the human machine to one invested in the plant, besides are we not our brother's keeper? Are we not responsible to the next generation for the efficiencies of the printers? We have a responsibility far greater than the dollars and cents of today. The value of your plant is governed wholly by its earning capacity, consequently you should be very much concerned as to who is going to operate your plant in the next few years. The labor problem can be solved by making your men more efficient. After all labor is not so much of a problem as it is a responsibility.

BOOK SHOW AT LEIPSIC

The International Book Trade and Graphic Arts Exposition was opened in Leipsic, Germany, by King Frederick August of Saxony. The exposition was by far the largest and most comprehensive exhibition of the kind ever held. The grounds measure one hundred acres, and the main building alone covers five acres. There were more than twenty buildings devoted to exhibition purposes. The exposition, which is under the patronage of the king of Saxony, is given in celebration of the 150th anniversary of the Royal Academy of Graphic Arts and the Book Trade at Leipsic. Foreign nations took a lively interest in it. In the American exhibit the Government Printing Office at Washington and several American libraries were represented. One of the curiosities of the exposition was a hand operated paper mill of 200 years ago. It was worked daily, and in contrast to it was a series of the most modern machinery of the trade, that begins with the pine logs and ends with the finished newspaper. The woman's building was designed and erected by Fraulein Emilie Winkelmann of Berlin and all of its interior decorations were made by women.

Business Management—Policy and Administration

By A. C. Baldwin, Austin (Texas) Tribune.



O other occupation in the world, it seems to me, is so sensitive to psychological influences as is the newspaper. So closely identified is the periodical with the subtlest relations of life, and yet so much is it a commercial enterprise, that it requires the genius of a seer to successfully guide it through the tempests of public emotions and the shoals and rocks of apathy and indifference. Often it seems there is the dynamite of destruction in every line that is printed, and the abyss of resentment for every line that is left unprinted.

A newspaper's public should stand in the same relation to its policy as the people occupy with relation to their government, relying upon it for guidance and protection, and expecting from it justice and equality of consideration. As a government should exact nothing from its subjects beyond loyalty and right action, so a newspaper should exact nothing from its public save merited support.

Often newspapers imagine themselves entitled to more than the public is willing to concede. Where this discrepancy exists, the newspaper should earnestly seek for the cause; and, in seeking, should not neglect to scrutinize itself with critical care. Too often the fault will be found within.

We are sometimes inclined to think the unworthy garner the rewards, while the worthy are neglected. This is only partly true, or rather, seems only to be true. In those newspapers classed by the critic as unworthy, there is found some quality which appeals to the public approval, else it would not be given. Whether consciously, or otherwise, the public intuitively accepts the good, even though it must take the bad to get it. Conversely, the good which seems to the critic to deserve the unreserved support of the public may be attended by the lack of an essential quality which the public demands. Oftimes the secret of success of the seemingly unworthy and failure of the seemingly worthy is to be found in just these differences of opinion as to what a newspaper should be. It requires careful and impartial analysis to find the whys of these apparent mysteries; but they may be found—indeed, must be found—if conditions are to be altered and bettered for the newspapers with high ideals.

These are problems for the general management. When solved, the narrower field of the business management, the qualities of integrity, justice, magnanimity and service should be the foundation of the paper's ethics. Equality of the paper's public, in so far as giving service and exacting compensation, should be so religiously adhered to as to preclude suspicion of favoritism. Let the public once establish its faith that every patron is certain of the same fair treatment accorded to every other patron, and an asset has been created to the account of "good-will value" which cannot be estimated, yet it is as tangible in the production of results as the press on which the paper is printed.

Administration, or the manner of applying policy, requires even greater finesse than determining policy.

Of first importance in administration is organization. Every individual on a newspaper should be selected not only for special fitness in the particular field of his action, but for his ability to do good "team-work." No one man can make a newspaper. He may direct its policies and map out its activities, but the real work is done by his associates. These associates should have love for their work, regard for their chief, and be susceptible of adaptation to their environments. Strife and discord within the ranks is not to be tolerated; and, to secure harmony, the utmost consideration is due from the management to every worker. Generosity, sympathy and helpfulness should be the attitude of the management toward every one upon whom a duty devolves.. Require the performance of duty, but give credit and appreciation when the duty is well done. Inspire a realization of the fact that every one engaged in the business of making a newspaper can and must furnish his distinct contribution to success. When that contribution has been made, recognize it as due to the contributor. Exalt self-respect in each employe, as well as respect for the paper and the management. No manager ever lost caste or prestige by his recognition of the good work of the people he directs.

Courtesy, one of the first attributes of good management, of course is indispensable, but neither this nor the matter of adjusting the policy of the paper to public requirements means the sacrifice of firmness or of principle.

In contact with the public, urbanity and an equable temper greatly facilitate the attaining of the public's regard. Optimism, too, should be a fixed policy. We usually find what we seek, and, therefore, we should seek, expecting to find, the good and the desirable. Though it might not materialize so rapidly as we could wish, sooner or later it must come. It is wonderful how greatly the attitude of one man influences another. Cheerful optimism wins a welcome wherever it goes. A cheery smile and an unfailing courtesy, with a reputation for integrity of character and good service, will get the ear and the friendship of the business public.

Equipped for getting business, the next most important thing is to know the cost of doing business. It is invaluable to know just what is required in the business of a newspaper figured out to mathematical precision. This knowledge, whether the owner of a newspaper is his own "business getter," or whether he depends upon employes to secure it for him, equips the management and the business-getters with that knowledge of necessity which nerves men to win battles against odds seemingly insurmountable. Let a man know that his paper must carry three columns of ads to the page, and that these ads. must yield him a given number of dollars to meet the cost of production, and whether this means twelve cents an inch, or twenty-two cents an inch, or thirty-two cents an inch, he has his line of march staked out for him in such detail that he sets out upon his course intelligently and with a definite goal which he knows must be attained if he is to win his fight.

The value of knowing costs is beyond computation. Therefore, in administration, the matter of first importance is to know costs. With a knowledge of costs, there is less temptation to demoralize prices, and no sane manager would sell service for eighteen cents which he knows costs twenty-two to produce. If costs were accurately known, there would be fewer newspaper men hopelessly involved, wearing their lives away to maintain their publications, lining their cheeks with seams and threading their hair with silver under the

smothering oppression and nerve-racking strain of financial obligations they would gladly discharge if they could find the way. The first step in finding that way is to know costs;and, knowing them, work to their requirements, not in month's totals, but by the issue's inch. This brings it home, reduces it to simple proportion and makes the way comparatively easy. To administer the business affairs of a newspaper without a knowledge of costs is like struggling through the forests without a compass, knowing only that to keep moving is the one means of salvation, but ignorant of where that movement may be leading.

It is not enough to know at the end of the month that expenses equal one sum and income another, even though the latter be the larger. How and why those expenses occur, and what they produce, is essential to the fullest success.

Good service is one of the chief taxes on business administration. Not only must the quality of service be good, but it must be prompt. Personal attention, so that interested patrons feel they are appreciated, both as readers and advertisers, is a powerful factor in building business. It inspires warm regard for and lends dignity and importance to the newspaper, the management of which practices it. While all this consumes time, requires patience, and is often vexatious to the spirit, it pays.

Modesty is becoming, but no management should neglect to point out, either in its columns or personally to those well served, the special value accruing from some good service rendered. As the newspaper's recognition of efficiency and merit in others has created great reputations, so a newspaper's own good service should be impressed upon those who owe it appreciation, but who might easily overlook it without attention being called thereto.

A proper estimate by the public of a newspaper's service is in itself an asset, and, therefore, this estimate should be carefully impressed upon the public mind.

In the administration of business management, prompt collection of bills is of the utmost importance. Three essential reasons exist therefor: One, "short collections make long friends." Time is a great leveller, and, with many people, it levels an obligation to the plane of indifferent things, and it doesn't expend much of itself to do so. Many a bill that is good at thirty days becomes slow in sixty days, hard in ninetydays, and mighty near chargeable to profit and loss in four months. Therefore, "get it while it's young for when it's old you can't," to paraphrase an old saw. A second reason for prompt collections is that money in the bank saves time, worry and expense. With a bank balance, which also means good credit for temporary needs, time isn't lost from vital demands to care for the more vital requirements of a note or draft subject to protest. The worry saved by thrifty watchfulness over the collection department spells the difference between efficiency and crippled power, between peace of mind and harrowing care. No man can do good work with the chills and fever of finencial distress racking his body and mind, and ready money buys more than promises to pay. The third and most important reason is that the thrifty newspaper, as the thrifty man, exerts an influence which cannot be exercised by those who are failures in the business world. There is an unction of certainty in the expressions of one confident in his success that, however exaggerated as to real merit, is a factor that cannot be ignored. As a newspaper unconsciously shows its respect to that patron who pays promptly, so is respect increased for that newspaper which discounts its bills and meets its financial obligations "on the nail." It's the old saw of "nothing succeeds like success."

"The laborer is worthy of his hire," but the news paper too frequently finds the wages hard to realize in coin of the realm. The reason is clear. The broad field of journalism appeals so powerfully to the highest and best in manhood that mere money is a minor consideration. The aspirations and ambitions to serve humanity lead the best type of men to sacrifice the material to the moral and ethical successes of life. No class feels the call to service with more compelling force than the conscientious newspaper men, excepting neither the ministry nor the pedagogue. No class gives more generously of its best to the social welfare. No men count less the effect upon their fortunes of their attitude on great public problems. Hence it is that competition is feverish and the hire meager. The consciousness of duty well performed is frequently the newspaper man's greatest reward. But, unlike those of any other class of teachers and guides, the commercial value of the products of newspaper workers aggregate millions of dollars each year. Printing and publishing is the seventh largest industry of the world. The prosperity of every city and hamlet is indissolubly linked with the destinies of the press. No citizen of a free country lives beyond the pale of its influence. As the prosperity of the press increases, its power for good is spread abroad at an increasing ratio. Every community has a vital interest in the welfare and potency of its newspapers.

With this vast treasure of heart and mind and money devoted to the service of the most powerful factor in civic life, how infinitely important it is that the policy and administration of its countless units be in the hands of trained men who know the cost and the value of their labors. That the world may harvest the greatest possible service, there should be secured to its workers a remuneration more nearly adeqyuate to the inestimable value of that service.

Splendid in mental equipmet, passionate in devotion to the highest and best, potent in the ethics, the industry, and the commerce of the world, these patriotic and princely laborers owe to humanity the conservation of their own power and the increase of their own efficiency that they might vindicate the judgment of the world in consigning to them the "keeping of the vision" by which civilization is to be preserved.

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FINDS MUCH OF REAL INTEREST

Aledo, Ill., May 11, 1914.

National Printer-Journalist, Chicago, Ill.

Gentlemen: We thank you for calling attention to the fact that our subscription to the N. P.-J. has expired and we herewith enclose check drawn in your favor for $2.00 to apply on subscription for another year.

We are well pleased with the journal and find much of real interest to our business in its columns.

Cordially yours,

THE DEMOCRAT PRINTING CO.,
C. A. Lynch, Mgr.

The Editor Forehanded

Address delivered before the National Editorial Association, Houston, Texas, April 23, 1914, by Merle Thorpe, Professor of Journalism, University of Kansas.

SOMETHING less than twenty years ago I was detailed to interview the president of a large railway system. I was sent to get his opinion on certain proposed laws seeking to regulate railroads and other public utilities. The president courteously informed me that the public had no business meddling with his rate schedule and other internal affairs of his railroad. He assured me that his was a private business, purely private, built up by private brains and capital, that the people could patronize his road or leave it alone. In conclusion, he was certain that the Constitution of the United States would never permit legislation which interfered with his property rights.

Nevertheless the legislature and Congress, backed by public opinion, did regulate rates, and did place restrictions on his business that had so much to do with the public.

Most of us here today remember how some of these concerns were soundly spanked, and how at last they were brought to admit that they were public utilities, necessary to the life and well-being of the people; natural monopolies, suffered to exist by reason of stern necessity.

There is no editor present but will say, and no doubt has said many a time, that it would have been much better had the officers of these public utilities realized earlier their relation to the public. If the railroads and other corporations had met criticism frankly, had gone half way to discuss with the public its view of the matter, there would have been a different story to tell. The trusts would have profited not only from the standpoint of public esteem, but from the standpoint of dollars and cents.

Within the month, while talking with the editor and owner of one of the largest newspaper properties of the country, I suggested that there seemed to be a great deal of unsatisfaction, if not dissatisfaction, with the American press; that one evidence of this unrest was the number of legislative remedies proposed last year, and the half-dozen Congressional bills and riders seeking to regulate certain phases of newspaper-making. The editor assured me that it was foolish to think of regulating the public press by legislation; that his paper was a private business, pure and simple, built with his own hands from practically no capital; that persons could take or leave his paper; and finally added almost the identical words of the railroad president, "The Constitution provides for the liberty of the press and the Supreme Court won't allow legislation which interferes with the rights of the free press."

Parenthetically: I cannot help but smile when I think how sarcastic that editor waxes when some hard-pressed public utility seeks the sheltering wing of the Constitution.

I hope I shall not appear as a Jeremiah, nor yet as a John the Baptist. I am not presumptuous enough to suppose that what I have to say will detract from this annual love feast of panegyric and encomium, and I am glad. It is only in this knowledge that I am tempted to suggest in a feeble way an opportunity for us to profit by the mistakes of others, to claim title to The Editor Forehanded.

The editor is blind and deaf indeed who does not see and hear the public dissatisfaction with the press. A great news-gathering agency, a monument to enterprise and organization, has only lately been forced to take up arms in defence. A metropolitan newspaper seriously suggested last week that Congress prohibit one-cent papers on the theory that someone else was buying the reader's paper for him. The ink is not yet dry on the clause requiring the papers to publish their ownership. Seven states passed laws last spring regulating newspaper-making. A national law is urged to punish circulation liars, and another to prohibit the publication of details of crime. I have just read in this month's Forum an article, "What's the Matter with the Press," in which the author, a reporter, says in effect there is more hope for the prostitute than for the reporter. In the March

Professor Merle Thorpe
Lawrence, Kan.

Atlantic Monthly the Managing Editor of the Baltimore Sun confesses that the successful newspaper must be edited by the mob.

To us who know, most of this criticism is foolish, founded on ignorance or prejudice. Some of it, however, is more embarrassing. All of it demands, not the usual cynicism of the newspaper man, but his careful attention and frank discussion. The University of Kansas, in preparing for the National Journalism Conference next month, asked 1,000 prominent men and women, clergymen, authors, mayors, business men, governors, and others, to suggest the vital problems of the American press today as seen from the outside. Here are a few of the charges made in good faith,—in most part by friends of the newspaper:

Is the newspaper, in giving the people what they want in the way of crime and salacious detail and inflammable material, justified any more than the druggist in pandering to the appetite for opium or drink?

Why should a man, with no moral qualities of leadership, because he has the money and inclination, be allowed to set himself up over night as an editor, with power to harrass, if not ruin, a business or professional man?

What has society to offer against the subtle attacks on its thrift by newspaper advertising in its insistent cry, "spend, spend, spend."

Why should not the state which requires certain qualifications in lawyers, doctors, and even in plumbers and barbers, look into the qualifications of the editor, whose influence on our civic and social welfare is vastly greater?

Why should not the newspaper which sells me goods be made as responsible for fraud as any other salesman?

Why should not telegraph news, a commodity, be bought and sold in the open market?

These are some of the questions the public is asking. Most of them can be answered, and fairly answered. All of them should be met frankly, and not with the spirit of opposition which met the legislation requiring a statement as to the ownership of newspaper properties. Editors are usually the most sagacious of public men, except when it comes to their own affairs, and the fight on the ownership and circulation riders was typical of the short-sighted, rather than the forehanded, editor.

There is no danger to the liberty of the American press in the law requiring publication of ownership. When the first editor went to the first Postmaster-General and asked for government privileges, Benjamin Franklin, then Postmaster-General, in granting the postal concession, said that the government could very well do this, since the newspaper in disseminating information of domestic and foreign affairs would prevent internecine strife and foreign war through the spread of correct information. Here was the first public utility aspect of the American newspaper. Here was a contract between the public, represented by the government, and the newspaper man. The implied consideration of the newspaper man was that he would, with a single purpose, disseminate information for the good of society. This contract in some instances has been abused. Papers have had the second-class privilege when they were nothing more than organs run in the interest of politicians and corporations. The government has a right to know whether a newspaper is likely to live up to its part of the contract.

But aside from the ethical aspect of the case, the Forehanded Editor would have seized an opportunity to meet one general criticism that is undermining his influence by saying to Congress: "I congratulate you. I will co-operate with you in driving out of my profession those men who are bringing us all into disrepute. I am conducting an honest newspaper. I am not ashamed of my business affiliations. I have nothing to fear."

One of the encouraging tendencies in journalism is the Fair Play Bureau, established by the New York World. This plan is meeting and answering satisfactorily the majority of public criticisms, in many cases petty, perhaps, but for all that making a sympathetic friend out of a man or woman who might otherwise be a bitter and jealous enemy against newspapers the rest of his life. When a man thinks he has received unjust treatment at the hands of the New York World, he is urged to submit his case before this Board of Fair Play. If it is found that he has been unjustly dealt with, unintentionally or negligently, everything possible is done to make him reparation. A lawyer not long ago was haled before the grievance committee of the State Bar Association on charges involving his moral responsibility. The World published an account of the investigation on the front page. A week later the lawyer was fully exonerated, declared entirely innocent. For some reason, wholly unintentional, no doubt, the account of his exoneration was not published, but on application to the Board of Fair Play, the same prominence and space was given to the result of his trial that was given it in the previous account, and it was made to run in the same number of editions. This righted, as far as possible, an otherwise irreparable injury. It was simply fair play. And as such, it will do a vast amount of good toward correcting general opinion that newspapers are selfish and soulless corporations.

In the same connection, the Bureau traces inaccuracies to their sources. If the reporter is to blame, he is reprimanded, fined, suspended, then discharged. Most of us know the great cause of complaint against the newspaper comes from its inaccuracy, trifling to us and to the public, but largely important to the person affected. Thus in two ways is this Fair Play Bureau idea working toward a better feeling between newspapers and the public.

Would it not be wise for the editors to anticipate and meet the growing criticism against the newspaper by organizing a state Bureau of Fair Play where men with a grievance, real or fancied, might get a hearing? The libel law does not furnish this opportunity,—it is too slow, too costly, and too distasteful. Nobody likes to go to court. Many, however, who have allowed petty complaints to embitter them against the press, would have welcomed the chance to present this case to an impartial board of this kind. After investigation of both sides, such a board could recommend that the case be dropped, or a suitable correction made. The honest newspaper would co-operate gladly with such a board; the unscrupulous newspaper should be compelled, for the honor of the profession, to subscribe to some such plan, which has for its purpose fair dealing with the public, whose servant it is.

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Editorial Writing in the Home Weekly

By Carlton Murray Brosius, Editor The Herald-Progress, Sumner, Mississippi.

I HAVE spent but eleven years of my life in the editorial sanctum, yet that has been a sufficient length of time for me to discover that it is just as impossible for an editor to please all the readers of his paper as it would be for a cook to prepare a meal that would be satisfactory to the tastes of every man in the county.

One man likes lots of editorials; another wants the paper filled with personals; one subscriber wants you to print everything that happens, whether it is fit to print or not, while his neighbor wants every line to be clean and wholesome; one of your readers likes continued stories, while the gentleman who lives across the street from him fairly abominates the continued story because he has to wait a week to get the fair-haired heroine out of the clutches of the villain with fierce black moustache and low brows.

Early in my career as an editor I made up my mind that I could not please everybody, so I set about to please the greatest number possible of my readers. I soon discovered that nine hundred and ninety-nine out of every one thousand people like to see their names in print, and that a like number appreciate a reference to them that is of a complimentary nature. So I determined to devote the bulk of my space to locals and personals, stories of balls, parties, receptions, etc., together with church notices, court news of a proper sort, and any other matters in which the public felt an interest.

I have made a number of experiments with the editorial page to ascertain what the people want me to express myself upon editorially. First, I tried writing general stuff—my opinion of the House of Lords and Parliament; of the best way to build battleships; how improvements could have been made in the Panama Canal, etc. I soon found that the people were not taking any interest in these things, for nobody ever referred

to them. As country editors are all well aware, the articles appearing in the rural weekly are generally the topic of conversation among the folks of the town for a day or two after the paper comes from the press.

Next I tried writing on political topics, but several of the subscribers said to cut it out; that they were sick of politics. Then for a few weeks I dropped the editorials altogether, but the folks were not slow in letting me know that they were paying $1.50 per annum for the paper and that it was customary for all papers to have an editorial column.

Then I adopted the plan which I have followed, successfully, I believe, to the present time—of writing editorials upon subjects with which most of the readers were more or less familiar, or about which they were anxious to learn. I gave them just one column each week—a column nineteen ems wide, ten-point leaded. I

Carlton M Brosius
Herald-Progress, Sumner, Miss.

read a medical journal on Sunday, and the next week appears an editorial on the care of the body, with perhaps a few suggestions relative to the proper mastication of food, the kind of clothing to wear at certain seasons, etc. The next Sunday I will get hold of a dental magazine, and the following Thursday our readers will be informed in the editorial column how to take care of their teeth and save trips to the dentist's office.

A good book comes out, a book like the "Blue Flower," for instance. I read it carefully and then give my readers a review of it in the editorial column.

I keep track of all the important days of the year, and write editorials with special reference to them. I write each year a new editorial on Christmas, New Year, General Lee's birthday, Washington's birthday, the birthday of President Jefferson Davis, the Fourth of July, Thanksgiving, and so on.

I always endeavor to make the editorials interesting, and, if it does not spoil the sense and effect, inject a little humor into them. One week I wrote a heavy editorial on man's duty to his fellows and the duty of all to their country. Just beneath it I printed one about the editor's wife, the editor's baby and the editor himself. It was about like this: The baby is just eleven months old, and, save when asleep, he is the finest sample of perpetual motion I have ever seen. One day while the tired pencil-pusher was holding the baby on his knee, and after he had put himself in three thousand different positions to accommodate himself to the varying positions of the baby, the patient wife turned her solemn gray eyes upon us and asked: "If there were no printing offices in the world, what could you do for a living?" Our reply was: "All I would have to do would be to hold Murray T. two hours a day for a week, and then I could get a job with a circus, for by that time I would be the most accomplished contortionist in the world.'

That was printed several months ago, but every day or two I meet a person who inquires if I have secured a job with the circus yet. I have not heard one single individual refer to the editorial on man's duty to man, etc. For that reason I try to inject a little spice into the editorial column.

I studiously avoid writing long editorials. This is a swift age. People haven't time to read long articles. They want stuff boiled down so that they can take it in at a glance.

I find that people are more than ever before interested in the question of public and personal health, so I frequently print editorials on swatting the disease-bearing fly, screening against the mosquito, cleaning up the town, etc. Not long ago I wrote an editorial relative to the beneficial effects to be derived from the free use of lemons. I told my readers how the juice of a lemon in a pint of water a half hour before breakfast would free the system of impurities, keep the interior department in good shape, and ward off malaria. One by one the people began using lemons, and one of our grocers told me a few days ago that he had sold more lemons in the month or two since the lemon editorial appeared than he had sold in a year before.

It has been said that every man has a hobby. I try not to wear any one subject out, but I refer more often to the evils of the liquor business than to any one topic. The press of the country is indeed a moulder of public opinion. Ecpecially is this true in the case of a paper whose editor in sincere in what he advocates. I am heartily in favor of nation-wide prohibition; of a law that would make it a crime, punishable by life imprisonment in the penitentiary, for any man to manufacture or sell any kind of intoxicating liquor in the United States or in any of our islands. I advocate this in my paper, and then I strengthen and fortify my arguments by never drinking a drop liquor. Sixty thousand precious human lives per annum, and an expenditure of $1,600,000,000 every twelve months, is too great a price for the American people to pay the soulless, merciless rum demon to fill our jails, penitentiaries, insane asylums and houses of ill fame. I know of no greater service the editors of our land can render their people and their country than by advocating, editorially, week after week, a national prohibition law. Not altogether from a standpoint of morality, but also because of the vast waste of money and property and the expense of courts and prisons.

Such, in brief, is my idea of "Editorial Writing in the Home Weekly." I hope I may have said one or two things that will be helpful to my brethren of the press.

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SAVES COPIES FOR GOOD CONTAINED

Van Wert, O., April 6, 1914.

B. B. Herbert, Esq., Chicago, Ill.

My dear Sir: For a number of years I have been a subscriber to your excellent publication, the National Printer-Journalist, and I have tried to save every copy for the good things it contains.

Yours fraternally,
D. J. EVANS, Editor and Mgr.,
The Republican Printing Co.

Building Up a Weekly in a Small Town

By Roy A. Stacey, Editor and Proprietor, The Adair News, Adair, Iowa.

PRESUMING that you had six dollars and sixty-six cents in your pocket, a scanty wardrobe, and a mighty big handicap as your principal possessions with which to begin life's battles, would you go to a great city in seek of fame and fortune, or would you stake your claim in a small city or town?

Presuming that you were a journalist and ambition possessed you to carve out a few years of time a career of honor ennobling in its influence upon your state and your fellowmen,—builded logically upon the traditions of your people,—would you hazard your one chance in the city of contaminating influences and practically of industrial thralldom, or would you choose the opportunities afforded by

Roy A. Stacey
News, Adair, Iowa.

the smaller cities and towns of this country, surrounded as they are by rural communities equalled nowhere else in all the world?

Of necessity you would make your decision in the matter right away.

And if your decision were the same as mine was eight years ago, you would become a citizen of some wide-awake small city or town. Life there has convinced me that the choice thus made was good and that is THE place for thousands and thousands of our capable journalists.

The first proposition that met me half way in a fair and square manner immediately after arriving in Adair was the building up of a weekly in a small town,—a town of a little over 1,000 population. It will not be necessary to recite the story of the conditions encountered in my first efforts to borrow capital with which to begin business, nor of the fight with an accumulation of junk which I had purchased with the money thus secured, nor of the many discouraging situations in which I found myself at various times during the first three or four years. They have been duplicated by thousands of publishers.

But there must always come a turning-point,—a time when the people of the community will either recognize the worth of the newspaper and use it in their business, or reject it and turn to a more competent editor and publisher. In the conduct of the business of The Adair News I have something to sell, something that people have need for, something of profit and value to those to whom the service is offered. I have never asked for "support" from anyone, and never will. If the newspaper cannot justify the concession of room it occupies in our scheme of universal economics, let it be dispensed with entirely. Let us knock the "day lights" out of this old gag about "supporting the home newspaper."

The average editor of the small town newspaper does not hold his profession in high enough esteem, does not use reasonably good judgment in his editorial and business management, frequently lacks poise and intelligent professional self-respect as well as perseverance in the accomplishment of an important work and the attainment of an enviable position in the community in which he lives. A high-priced man is always the most profitable investment. This kind of man would not "jump at conclusions," would get out and hustle up new facts and promulgate original and helpful ideas instead of sitting in his office and clipping silly "exchange" copy. He would do work of man's size instead of acknowledging at the outset that he is incapable of taking a part in the upbuilding of his community.

First of all I am a champion of the small city and town. There is a mighty alluring field for newspaper men and women of the large cities who have ability and experience but who are unable under the grind to save much for a rainy day. Isn't it preferable to be "some pumpkins" in a small city or town than merely one of the millions of "pebbles on the beach" in the large cities? I would like to see many thousands of our capable newspaper men and women of the cities enter the country field.

If your country newspaper office has not the equipment to handle a general class of work and turn out jobs you would be proud to place your imprint on, get it. That is what you are there for. You can't expect to run a printing business with only a shooting-stick.

If your newspaper has been straddling the fence on important questions affecting the interests of the people whom you serve, get down off the fence. Get on one side or the other, or, if neither are right, get on your own side,—the right side,—assume a constructive though not necessarily offensive attitude, and don't be so timid about advocating your ideas as to kill your proposition before it is well presented. But, know what you are talking about.

If you find difficulty in financing your business adequately, begin doing things of sufficient size and your banker will soon come across. He wants to come across with every good loan, but it is up to you to show him. He knows the field is right, but must know that you can handle it. Brains rather are the requisite security.

If you are turned down hard even frequently it is far better to have it that way than to get business on some sympathy stunt, or just to "support the home newspaper." You can't grow on that proposition. You do not need the profit on the advertising space nor the printing you have to sell any more than your customer does the profits he can make off the service he buys from you. And when you make a sale of advertising or printing of any kind, try to appreciate the facts in the case and sell him what he can make a profit on. Keep an eye on that next order he will give you if his profits justify a continuance of

business favors. This isn't easy, but it is one of the secrets of salesmanship, especially in the small-town newspaper business.

If you do not know enough of grammar and rhetoric to compose an interesting and clear story and are not gifted with better than average powers of deduction, you might as well join the ranks of the Weary Willies. The only hope for you is the school of journalism.

If you have not a strong conception of the human interest element that dominates successful journalism, don't attempt to make an editor out of yourself.

If you anticipate that you will build up a paying newspaper in a small town on mere bluff, and get something for nothing without working or without expanding energy and initiative, you will be disappointed. But if you are willing to work half as hard in the country as you would in the city under a strict boss you will have several times as much to show for it every year, and you will have some personal independence in the deal, also. It will depend entirely upon your natural ability to turn matters to profitable account for yourself. It is not a matter of what price you charge.

If your newspaper does not lead the thought of the community in general matters you are not measuring up to the position you occupy as editor. It is highly desirable to take especial leadership on one or more issues and be well known for that leadership. It brings you influence in dozens of ways and enables you to accomplish more for yourself and those whom you wish to aid. "Go get a reputation," and the trick is easy. My personal experiences in the movement for good roads have been particularly delightful. When you come to Iowa to tour, I want to invite you, and every editor in the United States, to travel the Great White Way,—the trans-Iowa highway I have jointly been responsible for establishing across the state,—a road that pathfinders are recommending in preference even to the Lincoln Highway, between the Mississippi and Missouri rivers. In this movement for better highways thousands of desirable friendships have been formed.

If you do not know how to "make-up" your paper neatly, study the best exchange you have and copy it until you acquire a creditable result. Mastery of details is imperative. Excellent editorial and business ability is generally discounted by poor typographical work. Pay especial attention to your front page, and don't put any ads on that page.

If you imagine that your subscribers will be as well satisfied with "boiler plate" and ad-ridden ready prints, get over it. Very few of your readers look through trust glasses. And besides, we want a change in the foreign advertising field. Ready-print ads are one of the worst obstacles in the way of profitable business for the country newspapers. You have many times been told that you can't run a paper in a small town and live,—without ready-prints. They handed that old chestnut to me six years ago when I quit the patent insides, but I have earned, spent and saved more money than that ready-print manager has who tried to scare me out of being a progressive newspaper man.

If you lack courage and tact to collect your accounts, employ someone to do it for you. If you can't convince yourself that you deserve the money due, quit the business and work for a salary.

If your business men and the people generally get into the habit of depending upon you for advice and assistance it is pretty sure you are a success. Make it a point to give good advice when you offer any, and be of value to the people whether or not they are your best customers. However, in the limited field it is very often necessary to protect one's own interests by withholding your influence and prestige from a certain few who wilfully impose upon your generosity. This may be done in a tactful way without impairing your work in a professional way. There isn't a more interesting career than being a country editor and filling the bill. There are United States Senators who are not of as much account as some of our small town newspaper editors.

If your "newspaper judgment" is not superior to your "personal judgment," you won't be able to get by. There is a line of demarcation in this that is all-important, and you must be able to distinguish it.

Quick and firm decision is of greatest importance. It will save you much trouble and annoyance and loss of business. It will increase your prestige. Always be aggressive. Assume that attitude which will force the other fellow to take the defensive, for when you have him in that position you have the advantage.

It is too bad that so many of our country newspapers, and those in the city as well, should conduct their business from their own personal standpoint. Always try to be broad-minded, logical and fair. That is common-place advice, but it is mighty important. The handling of all news matter, country correspondence, want ad and general advertising, church news, political matter,—everything in fact,—must be from the standpoint of the public.

Entering into the solution of the problem of economic development, of the processes of progress that are carrying us toward a happier and more perfect era of justice in commercialism and in personal rights, acting as mentors and leading in the thought and aspirations of the people whom they serve, the editors of today wield a sceptre of power equaled by no other class of people. From their consummate judgment there is seldom an appeal.

* * *

PRUDENCE IN ADVERTISING

The thoughtful man thinks ahead. The prudent man profits by his ability to forecast the future as well as to scrutinize the present. One of the most prominent advertisers in the country says he makes it a rule to increase his advertising appropriation whenever business slackens and he doubles and trebles it in times of severe business depression. This is his logical conclusion: "The new customers that I get when times are hard, I always keep when times become good. They come to me largely from those who lose them because they fail to continue their publicity campaigns. A business depression in this country never lasts long and it is always seed-time for me. The harvest follows when prosperity returns." It is a wise man who knows his own business better than the other man does.—(Leslie's Weekly.)

* * *

WANTS TO BE DUNNED

Leakesville, Miss., May 12, 1914.

National Printer-Journalist, Chicago, Ill.

Dear Mr. Herbert: Enclosed find cashier's check for $2. Kindly put me right on the ledger, and continue me when I run out, and dun me for it.

Cordially,

JAMES FAULK,

Editor and Publisher Green County Herald.

Cashing In on Honest Advertising

By J. B. Phelan, Bridgeport, Conn., Herald.

BY the courtesy of your able executive, who invited a representative of the Bridgeport and Waterbury (Conn.) Heralds to address your convention on the pertinent subject of "Honest Advertising," the writer agreed to be at Houston and recite the experiences of The Two Heralds in connection with our honest advertising campaign .Realizing that my talk would be supplementary to the address by James Schermerhorn of the Detroit Times, that monument to the cause of honest advertising; that seasoned platform man; that eloquent orator; realizing only too well "my smallness" in comparison and not wishing to suffer any more than necessary by contrast, I chose as my subject one which my good friend Schermerhorn (if my information is correct) unfortunately, cannot talk on from experience viz. "Cashing In on Honest Advertising."

The campaign of the Bridgeport and Waterbury Heralds was started just one year ago and has been conducted by my brother, C. A. Phelan, and myself who as Business Manager and Advertising Manager, respectively, controlled the advertising destinies of these newspapers.

Following the organization of the Bridgeport Publicity Club, in which we both took an active interest, we heard Casson, Freeman, Ingersoll, Robbins and others talk Truth in Advertising—we read some of Schermerhorn's editorials—we read the North American's confession—we studied the publishers' magazines and awoke to the fact that Honest Advertising was in its ascendency; whether the wind blew from the North, South, West or East there was always that Honest Advertising note in the air; wherever advertising men gathered in session, that was the predominating subject —the combined brains of the advertising universe were determined to improve advertising, to make the printed word more effective and the concensus of opinion was that the first step should be to make it believable—to make it ring true in short Honest Advertising **was and is** the paramount issue.

We had our ears to the ground and we determined that the time was not far distant (nor is it) when Federal and State laws will be universally enacted, making it a misdemeanor not only for the man who advertises fraudulently, but also for the publisher who makes it possible for him to so advertise; we believed and **now we know** that the tainted money, received from advertisers whose sole purpose in life is to get by easy, whose sole source of revenue is the hard earned dollar of the innocent, ignorant and easily beguiled public who make up our readers, **yours and mine**, was not benefitting our exchequer, but rather it was injuring it. We realized that every time a fakir or charlatan advertised in our papers and "stole" a dollar or a penny from a subscriber that we were accomplices before the fact and we were not only aiding in the impoverishment of our readers who make our existence possible, who are our birthright, who gave us our charter, but we were also antagonizing our legitimate advertisers and diverting patronage that was rightfully theirs. Instead of making space in our papers more valuable per line or inch to the legitimate advertiser and honest merchant, we depreciated its value to them each time we accepted an overdrawn or exaggerated piece of copy.

We were shouting at them in a loud voice not to advertise and then in a modulated tone, we coaxed and argued with them to contribute to our support by publishing their business announcements in our publications. The value of these legitimate announcements were minimized by our broad advertising policy which as a common carrier, excused us of everything but **murder** and if the truth were known, perhaps some of our readers had been literally murdered through some advertised concoction which hastened rather than postponed their death.

The most flagrant offender and the most insidious **of** these advertising fakirs is the medical shark who preys on the imaginations of a gullible public by agreeing to cure almost every disease known to medical science. Then there is the "reputable fakir," the big store, which by its very bigness is permitted to overstate values and exaggerate quality without a dissenting voice. This class of store usually gives good value for the dollar but insists on misrepresentation.

After a long and careful study of conditions and a thorough weighing of the selfish side of the subject, we decided that to be among the pioneers in this great big movement, not only meant honor and glory but it also meant in the aggregate more business and best of all, a better, cleaner and more satisfactory business. This result in our estimation was positive and we conveyed our finding to our General Manager and Publisher, Richard Howell, who quickly grasped the situation and said, "Go To It."

April 27th, 1913, marked the publication of our announcement to close our columns to the dishonest and fraudulent advertisers. Same being patterned after the platform of the Philadelphia North American. The Bridgeport and Waterbury Heralds therefore were the first newspapers in Connecticut to float the Banner of Truth, and while several have since declared their independence, there are none (that we know of) that rigidly enforce their standards.

The Heralds did not promise to be good when existing contracts expired, they automatically eliminated without regard to contracts those advertisements which the new standard put under the ban.

We did not assume "a holier than thou attitude," nor did we pose as benefactors or reformers, on the other hand we openly confessed to our readers and advertisers that our action was not actuated by ethics, morals or religion but rather because we considered it good business.

The sincerity of our position was immediately questioned by many, and while none of our contemporaries dared attack our platform in their respective columns, it being at once apparent that no publisher would be foolish enough to antagonize honest advertising, still the business offices and advertising forces of some contemporaries became quite active in underhand and subtle attacks, and these, like the thief in the night, were hard to combat, as we knew not where or when to attempt vindication.

We decided then, with the full and complete co-operation of our publishers, to use our columns continuously with broadside after broadside, in the interests of Truth.

During the year just closed we have published forty-five advertising editorials aggretating 1,702 column inches of space, which we consecrated to the cause of Honest Advertising, and charged to the account of Advertising the Heralds. Some of these editorials were openly directed at our contemporaries who persisted and in fact still persist in accepting any advertisement that is cov-

ered by the almighty dollar. On two different occasions we reproduced numerous pieces of copy which were published by contemporaries but which we excluded. In another issue we published a tabulation of the various objectionable advertisements published in a week's file of the local papers listing a total of some eighty-four numbers that our standard excluded—these we divided into three classes, viz.: absolutely fradulent, misleading and objectionable on various grounds.

We were threatened with three lawsuits, but none went farther than the threat. Inasmuch as we were backed by our publisher, we did not worry about losses or threats of any kind, we simply backed up to the wall and continued our fight.

The first four months showed a considerable loss in the cash drawer, but that was the turning point—we had convinced our local advertisers that we were "playing the game" and they began to support us—many are now regular users of Herald space who never before patronized our columns. The Bridgeport Herald being a Sunday Only publication and the only Sunday paper of standing in this section, had for years been an outside entry with a great number of the merchants who were ill with the Saturday fever and content to do all their business on that one day.

Our honest advertising campaign has changed all this as it proved that we were alive and deserving of support; we made our columns so attractive that instead of being an outsider we are now away in the vanguard in the minds of many of our conservative hard-headed merchants who in the old days couldn't see us with a field glass.

We're making good—to ourselves, to our publishers, to the public and to the advertiser. Our campaign has been so consistent and persistent that the public at large (our readers) believe the advertisements and support the advertisers.

We have in our files, orders and contracts which have been declined and denied publication in the Herald since April 27th, 1913, aggregating $6,300.00, or an average of $121.00 per issue for the year. And bear in mind the fact that our field is the small town field, we publish small-town papers, our combined circulation being a trifle over 26,000. You publishers who are present think what $121.00 per issue means to your paper, yet notwithstanding this fact we show an increase for the first fiscal year "on the new basis" of about 30 per cent net cash revenue.

That's why I selected the subject, "Cashing in on Honest Advertising"—we're surely "Cashing In" and the best is yet to come.

"The Phelan's," as they refer to us here in our little sphere have been so active in this work that one publisher has characterized us as a pair of anarchists—this man by the way is the publisher of what has been recognized for years as our leading evening paper and which carried a vast amount of the particular kind of advertising that we bar—hence his characterization.

Our latest achievement in the interest of the cause of is the adoption of "The Truth Seal." For the past six months we have worked unceasingly on the members of the Bridgeport Publicity Club to gain enough support to adopt the Truth emblem. The idea of commercializing the seal originated with J. Montgomery Brown of Fort Worth, Texas, and the plan has been in operation in that city since last August.

At a meeting March 15th, the seal was finally adopted, the design being an adaptation of the A. A. C. of A. seal with the word "guaranteed" added, while the name of of the local club is in the surrounding circle. Our plan is not to limit the use of the seal to club members alone, but to permit the use (without charge of any kind) to any advertiser who will sign the agreement, pledging himself to the truth. Physical possession of the seal is never vested in the advertiser. The seals are supplied to newspapers and job printers on request and they in turn notified as to the names and addresses of those qualified to use same. We have perfect control at all times as an advertiser who abuses the seal is forbidden further use of it and the facts attendant are published. The public is asked to co-operate by reporting to the Protective Committee if any "seal" advertiser fails to deliver the goods advertised.

In order to make this seal worth while to the merchants, many of whom are half-hearted in its support, we are conducting an educational campaign in the various papers, explaining to the public—why it is used—what it means, and why they should patronize the merchant who allies himself with the "Truth Movement." We have just arranged with the Bill Posting Co. for a three months' campaign, covering fifty stands with eight sheet posters to exploit the seal, about ten of the leading Picture Theatres will run in a slide of the seal daily between reels and we are arranging for an illuminated painted bulletin on one of the principal business corners of the city.

In a whirlwind campaign covering five days the Herald advertising staff secured the signatures of forty-six local advertisers and the club at large added five to this number. Our issue of March 22nd carried a "Truth Seal" section embracing nine pages of "Truth Seal" advertisements; forty-two merchants being represented and in the four succeeding issues, our average has been about forty pieces of "Truth Seal" copy to an issue. A total of seventy-two are now pledged to its use, not all are regular advertisers nor are all Herald advertisers. Its use is not confined to the Herald, though other papers are not urging it, they use it in advertisements when ordered by any one who have qualified to do so.

While this movement is sponsored by the local club, it will be seen that the Herald is the real supporting cast—its honest advertising and that that's our fight.

Concluding, let me state that Honest Advertising pays—not alone the advertiser but the publisher and it's high time that all publishers united to defend that greatest of all business forces; the force which in reality makes the publishing business possible and which supports us all whether on the business, mechanical or editorial end.

As soon as all newspaper publishers realize the wisdom of Elbert Hubbard's philosophy that "The greatest discovery of modern times is that Truth in business is an asset and a lie is a liability," just that soon can we hold up our hands as representing an honored profession.

Most publishers either lack conviction or lack the courage of their convictions. The problem of cleaning up is easy of solution, of course it requires work to make it pay, but it is far better for a publisher to voluntarily banish the fakir and profit thereby than to wait for the legislation which will compel all to refuse space to the debaucher of advertising and bring dishonor to the profession at large.

Clean up and make a noise about it. The Heralds today are without doubt the best advertised papers in Connecticut and due entirely to our efforts for Honest Advertising.

"The Pen Is Mightier Than the Sword—or 'Slate'"

By James Schermerhorn, Detroit (Mich.) Times.

THIS is a "possible autobiography," with much of Retrospect and only a modicum of Outlook.

I was born at the close of the Civil War. One woe doth tread upon another so fast they follow.

I was cradled in a country newspaper office. If not that, strictly speaking, I was at least soap-boxed in order to be made "type high" at the case.

The swish and click of the flying frisket and the crackle of the home-made rollers upon the platen were the crooning songs of childhood.

The slope-stick rather than the big stick was the emblem of power which my boyhood knew. But my word for it, backed by old-fashioned ideas of parental authority, it was big enough for all practical purposes.

I was therefore, dedicated to peace. Unlike the Moor of Venice, since these arms of mine had nine years pith till now, some seven moons wasted at West Point, they have used their dearest action in the newspaper field,and little of this great world can I speak more than pertains to newspaper broils and battles.

But speaking out of the fulness of forty years' adventure in the newspaper realm and the political field contiguous thereto, I am prepared to go further than Bulwer-Lytton and declare:

Beneath the rule of men entirely great,
The pen is mightier than sword or slate.

But I am quite sure I had the benefit of a moral equivalent of war as a fibre-builder. "From Atlanta to the Sea" was not in it with the hep-hep involved in a day after day march from the treadle of the foot-press to the ink-fountain.

And didn't I have a little Valley Forge of my own every winter digging the subscription wood out of the snow, where the delinquent farmer had taken pains to bury it in our back yard, before reporting at the office for his receipt in full for all arrearages.

But while I came upon the scene after Grant and Lee had met under the apple tree at Appotomax, think ye not that I was not acquainted with the sights of carnage or the sounds of armed conflict.

Our neighbor across the hallway was a dentist who ever and anon flung his forceps into the very teeth of the enemy, and I would wade through bloody seas when I followed the retreat down the stairway.

And I knew what it was to hurl oneself into the very camp of the foe. The postmaster was the publisher of the rival paper and it was my duty to carry our edition over in a bushel basket for his careful attention and computation.

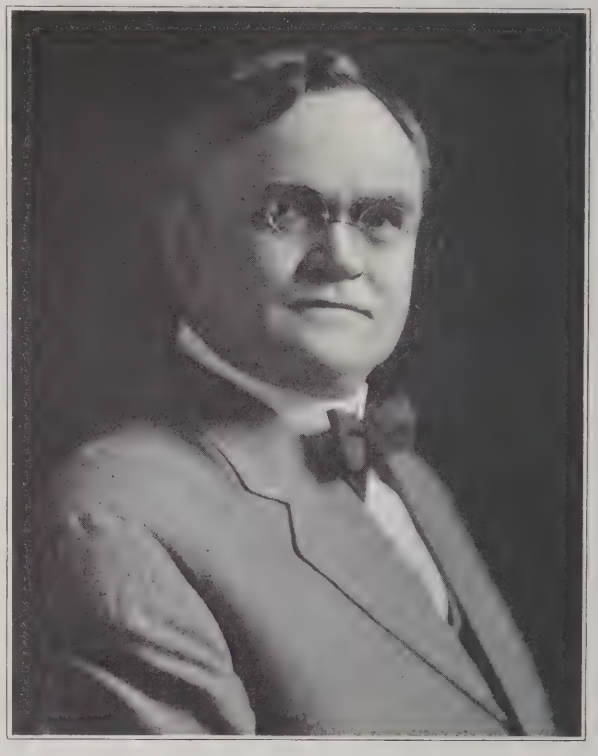
Even now I feel the serious concern with which I entrusted that precious Democratic literature to a Republican postmaster and competitor.

But across the alley from where I invaded the enemy's lines with our basketful of gross circulation, the petite and spirituelle assistant of the village milliner plied deft fingers fashioning fluffy and colorful things for the outside of the inhabitants' heads, while we addressed ourselves to their upper internal trimmings, and she would give me the sparkling smile of a collaborator. She was "the fair daughter of the regiment."

That the pen has its privations no less than war was proven by the many campaigns that I was compelled to conduct for the investment and reduction of some of the veterans who, like the heroes they were, never looked behind to see how far back their last payment or subscription was recorded. They proved that they were not the men to give over even when hard pressed.

You say he laughs at scars because he never felt a wound. I have felt a wound; I can show you the scars of service.

Catching the fervor of the campaign head quarters (which a country newspaper always was in those days), I organized the Tilden and Hendricks cadets, and we proudly fell into line at a ratification meeting with brooms; and every tall paper cap bore the name of a state we were going to sweep clean in November. We had them all.



James Schermerhorn
Detroit Michigan Times

Those tall hats were too inviting a target for bigger boys with other ideas about the way the election was going, and at the end of the first block—although several brooms were broken in the fight—we had lost several pivotal states as New York, New Jersey, Indiana and Connecticut. The solid south was knocked into a cocked hat as we counter-marched at the public square, and by the time we had got back to headquarters we were cadets without a country.

The following year the electorial commission did about the same thing to the Democratic alignment of states with a net result quite as disastrous; so do not say I speak as one who has not tasted the tragedy of defeat upon the embattled field.

It is as vital that the pen shall pay as strict attention to orders as the sword. A subscriber came in from the rural districts to serve notice upon whom it might concern that his wife had left his bed and board and forbidding anyone to trust her on his account. A day later he reappeared and ordered the advertisement can-

celled, explaining that his spouse had returned and all was lovely. The order was overlooked and the warning remained in the form as we went to press. The next appearance of the husband was awaited with fear and trembling. We thought of ourselves as the wreckers of a reunited family circle. But he came in with a satisfied look on his countenance. "It's all right boys," he exclaimed. "She left again before the paper came out!"

My father's fate as well as conscientious preference, was that he should stay by the pen when war's alarms sounded in the sixties. This was in keeping with the scriptures, where it was written: "But as his part is that goeth down to battle so shall his part be that tarrieth by the stuff; they shall part alike."

He tarried by the old Washington hand press and gave the villagers the tidings of the war as they came in telegrams and letters from the front.

While they were getting out the war extras, they would have to barricade the office, so eager and clamorous was the crowd waiting for the news. To thus serve the anxious ones at home with the tidings from the Southern battlefield was surely a loyal and patriotic service, but it was not spectacular enough for the apprentice in my father's office who pledged his allegiance to the art preservative while the issue was being tried out on the Southern fields.

Coming up the old stairs one night my father heard a shuffling noise and listened and loosed. There on the floor, up and down, with rapid gyrations, flip-flops and marches and commands, armed cap-a-pie with bowie knife and pistols in his belt, was the apprentice, "What does this mean—what are you doing?" my father inquired. The office imp replied, "Oh, I just wanted to look like a soldier." My father said, "You look more like a border ruffian,' having in mind the compliments of the free state of Kansas to the invaders from Missouri.

So after that he bore the name of "Ruff;" and when the bands played and the troops marched by the Gazette office, sure enough "Ruff" was in the ranks—his vow to stay by the stuff quite forgotten in the thrill and elan of flying banners and martial tread.

But I could never blame "The Ruff" for yielding to the glamour of war. It caught me, too. It took only the sight of the natty uniform of a well set-up West Point furloughman to convince me that cadet grey and army blue were more glorious garb than the inky apron of a printer's devil. Thereafter the U. S. M. A. was my destiny!

The election of a Democratic Congressman for the first time in decades in that district helped me to realize my military ambition; but he was a silver-haired survivor of the Civil War, and not at all enthusiastic over my aspirations. "You'll find out a lot of ennui—giving it in three syllables with the long sound in every case—said the old fashioned fighter, once you get into the service." And I have been wondering whether it was n-u-i or dishonest advertising that had been responsible for thousands of desertions yearly from the army, depicted on gaudy posters as a restful paradise where you pose on a camp-stool or look at the golf links through field glasses, without an enemy or a day's work in sight.

Certainly the revelations of excessive discipline and amazing punishments meted out for petty offenses, coupled with enforced menial service in officers' homes and stables, is not in keeping with the lithographic lure or the supposed majesty of the sword. It is more like the fulfillment of the Democratic Colonel's prediction of n-u-i or Gen. Sherman's comment on war in four letters.

My father was not any more enthusiastic over my choice of a career than he was over the enlistment of the "Ruff" but he yielded when I told him that in a country editor's family of sixteen, the only chance for getting an education was to fight for it.

His death before he was fifty did what his deprecation of a military career would not do—dissipated the vision of a martial glory and called me back to take up his work where he left it when his hand "dropped down to lie quite still."

It was neither the moral nor the physical fear that made him a man of peace—a proponent of the pen. He sprang from a race that wrestled with the encroaching seas on the shores of little Holland, and it took a soldier's fortitude to tug at the devil's tail of the Washington hand press until an overstrained heart cut him down at the very noon of life's little day.

In facing the problems that grew out of the Civil War and in manfully taking up the issues that developed in the after years—never hesitating to declare his convictions no matter what the cost—the unafraid country publisher proved that true courage is not confined to the tented field; and I cherished the files of the old paper through which his valiant spirit shone more deeply than I would a sword or gun above the fireplace

And I agree with Gen. Wolfe that the pen that wrote the "Elegy in a Country Church-Yard" was mightier than the victor's sword at Quebec.

Ingersoll at the tomb of Napoleon denouncing the prisoner of St. Helena as "that imperial personation of force and murder," rendered a greater service to the world than Napoleon ever did with his resplendent military genius.

Lincoln was sincere when he said to the soldiers on the blood-red field of Gettysburg: "The world will little heed nor long remember what we say here, but it will never forget what you did here." Go into any schoolroom and satisfy yourself that the reverse of Lincoln's prophecy has been realized.

Mightier than the Cossacks for Russia's greatness and glory was the denunciation of war which Tolstoy, the sage of Yasnaya-Polyana, wrote in his Sevastopol sketches. Picturing the scenes in the hospital when the stretchers came in from the bastions, he says: "Now, if your nerves are strong pass through the door on the left. In yonder room they are applying bandages and performing operations. There you will see doctors with their arms bloodstained above the elbow and with pale, stern faces busied about a cot, upon which, with eyes widely opened and uttering as in delirium incoherent, sometimes simple and touching, words, lies a wounded man under the influence of chloroform. The doctors are busy with the repulsive but beneficent work of amputation. You see the sharp curved knife enter the healthy white body; you see the wounded men suddenly regain consciousness with a piercing cry and curses, you see the assistant surgeon flinging amputated arms into a corner; you see another wounded man lying in a litter in the same apartment, shrink convulsively and groan as he gazes upon the operation on his comrade, not so much from the physical pain as from the moral torture of anticipation—you behold frightful soul-stirring scenes; you behold war, not from its conventional brilliant side, with music and drum beat, with fluttering flags and

prancing generals, but you behold war in its real aspect—in blood, in suffering, in death."

The might of a pen like Tolstoy's and of a peace-loving press has been demonstrated in the growing tendency of nations to seek some other arbitrament of their differences than the sword.

And the latest memorial planted upon the gory ground of Waterloo does not celebrate the sword at all, but transmits in monumental eloquence the lessons against war which Victor Hugo's pen has given the world in his wonderful chapter on Waterloo in Les Miserables.

Representing a state on the northern boundary which has enjoyed tranquil relations with a British possession for a hundred years without force or fortifications, I deem this a fitting occasion in this year which marks the 100th anniversary of the treaty of Ghent, to rejoice that we are nearer than ever before to the fulfillment of the prophecy of Isiah—"Nation shall not raise up sword against nation neither shall they learn war anymore."

We, of Detroit, have found it possible and honorable and gainful to make a practical application of the same prophet's vision of peace by shaping swords into steering gears and pruning hooks into self-starters, and have sent motor cars around the world as evangels of the neighborly concord and peaceful industry that prevail across the strait that separates us from the Dominion of Canada.

The supremacy of the pen has been asserted also in the substitution of diplomatic good faith, for dollar diplomacy; in the arbitration proposals of our state department which have been ratified by a great many of the leading nations of the world; and by the scant attention paid to the blatent jingoist and those who for personal aggrandizement seek to create international prejudice and discord.

I have been moved to contrast the achievements of the pen and sword at this time by the approaching twentyfifth anniversary of the graduation of the class of 1889 of the United States military academy at West Point, of which I was a member until circumstances made it necessary for me to exchange the sword for the pen.

That group of brilliant young men has given a good account of itself in the unnoticed routine of camp and barracks, of foreign legations and general staff, of pacification of insular possessions. That class furnished its quota of seasoned and efficient officers in the Spanish-American War and some sleep the sleep that knows no waking because of the nation's decree that we should interfere in the name of humanity.

I would withhold credit from none of the gallant men who have given of their ability and genius faithfully and sacrificially to our military establishment for the last quarter of a century.

But as an illustration of the lessening opportunities for distinction for the professional soldier let me call your attention to the fact that the outstanding echievement of the membership of the class has been that of Major James E. Normoyle in connection with such non-military emergencies as the Baltimore fire, the San Francisco earthquake and the Dayton flood; and the greatest credit ever brought to the United States military academy has come from the brilliant achievement of Colonel Goethals in the digging of the Panama canal, without scandal or delay, conquering the furious Chagres torrent and making it serve the world's commerce.

These instances furnish the answer to the contention that the passing of war leaves the nation with no moral equivalent for developing heroic qualities. If we look about us in our own profession we will find no dearth of opportunity to assail public wrongs and to make sacrifices for elevating the standard of American journalism—sacrifices that call for fibre quite as heroic as the courage that has sent men undaunted into the shock and crash of battle.

If you lament that there are no more worlds to conquer, let me invite you to the task of maintaining your independence and meeting your pavrolls in a field where some political despot expects you to prostrate yourself every morning and pray, "give us this day our daily opinion," where a whiskey ring has resolved to get you if you don't watch out and where the voice of the largest advertiser is the voice of God.

If you, men of pen and press, have not yet discovered in the demand for more of the wholesome and cultured quality in journalism, for honest, untainted advertising and for opposition to malign and mercenary elements in public life, occasions for the exxercise of heroic qualities, let me predict that you are soon to have larger and more challenging opportunities in this direction through the nationalizig of the long-ocntinued warfare against the saloon, the growing demand for the single tax, and the granting of full electorial privileges to women, which is now accepted by all thoughtful men as economic destiny.

Happily the national peace has been broken but once in my lifetime, although a serious interruption of our peaceful relations with the world is impending at this time. But the story of our encounter with enfeebled Castile is not calculated to restore any of the departing lustre to "feats of broil and battle." The young men we sent forth from Michigan were not in any great measure even granted the privilege of meeting a soldier's death with their faces to the foe. The nearest was when they marched up to a certain water-tank at Aguadores and then marched back again, a fine target on the railroad track for the ambushed enemy.

But they were sacrificed to inefficiency in unsanitary camps and fell victims of canned beef scandals; and when we received back their broken and fevered-wrecked forms, we had fresh evidence of the ghastly cost of war—costly to all but newspapers and congressmen who were keen for it, or those whose lust for office or commercial gain prompted them to sacrifice all their wives' relatives or anyone's near and dear for the cause. Their ardor for armed strife is akin to that of the comic opera general—

"In enterprise of martial kind,
When there was any fighting,
He led his troops from behind—
He found it less exciting."

The pen is mightier than the sword because it deals unsparingly with the desolating, brutalizing effect of the sword, and diminishes the likelihood of its being drawn in the furtherance of schemes of personal or national exploitation and greed.

The growing abhorence of bloodshed as a feature of jingoistic or imperialistic enterprises, has found exalted expression in the determination of President Wilson that there shall be no effusion of American blood in Mexico at the behest of bondholders or ranchowners or as a result of the traitorous nagging of yellow newspapers and malevolent political foes. If it shall develop that

only force will avail to fulfill our neighborly duty toward Mexico and save a sister republic from sinister forces within her borders, we should be all the more grateful to the watchful waiting policy that enabled us to take up sterner measures with clean hands, meriting the trustful approval of the civilized world and the affirmative acclaim of our own consciences.

If they who live by the sword must perish by the sword in Mexico, still remains that mightier instrument of permanent stability and happiness, the pen, to write the republic's restoration to order and prosperity through a policy that shall put her enslaved people upon the land, secure in the fruits thereof through the leadership of the country's real patriots, backed by the good will and good offices of the United States and the Pan-American republics.

Oftentimes the sword has preceded the cross; sometimes—a strange confederacy—cross and sword have been upraised together for human progress; but a fairer symbol is the linking of pen and cross in a bloodless working out of democracy, not only in war-tossed Mexico, but in China, India, Albania and other countries just emerging from the long night of oppression and strife.

It is toward such a culmination as this, we are sure, that the world statesmanship of Woodrow Wilson looks. God be praised for a leader who interprets international relations in terms of the solidarity of the human family —who has caused the good faith of an American president to be received by distant peoples in the same spirit as the Amercan missionary, credentialed by the Lord of Hosts, has been received in foreign lands that are turning toward the light.

That the pen also transcends the "slate"—used here as the symbol of the invisible government, of course,—is the other conclusion coming out of forty years' survey of political developments, observations covering an even score of years each in the country and city newspaper field.

This survey has ranged from the partizan print-shop where the party faithful were told every week just what they thought and where on election days the individual ballots and the always accessible slips were produced and placed in the floating elector's hands, so that he would know just how to vote, to the modern metropolitan journal of independence which reviles partisanship and prints a specimen of the Australian ballot which no man has ever filled out with the certain assurance that his patriotism has hit all the marks he was aiming at in the sanctity of the secret polling place.

But, for all that—surveying the ten presidential elections that have intervened from the year in which I kicked off the Democratic ballots on the Globe job-press to the present year of our Lord when we find it necessary to kick against some of the nominees of all parties on our perfecting press—I am convinced that the slate is a fading institution, that privacy has yielded to the watchful-waiting policy of publicity, and that the untrammelel elector has reached the proud estate vouchsafed by the constitution—so long as he keeps his subscription to his favorite daily paper paid up.

We now have the spectacle in our state and in other states of the three leading parties vieing with one another in ardent protest that they have exchanged the slate for the pen, ink and paper of progressiveness. The Republican organization goes so far as to insist that it has spat upon and wiped the southern delegate of commerce from the slate.

Without recounting the battles, sieges, fortunes that have passed since the slate first met the pen in desperate conflict—the capitulation of the single ballot and sticker, the surrender of the clique-controlled caucus and the bossed convention, the flag of truce of the secret campaign contribution and the we-are-sinking signal of the legislative selection of United States senators—let us prove that progressieness, making common cause with the pen, has compellel the slate to throw up the sponge by taking another look at Baltimore in 1912, where the doctrine that "all our troubles are public troubles" failed to offer any solace to the reactionary slate-makers whose miseries were of the mysterious and subterranean order, and therefore darker and deeper than even the pen has power to depict.

The latest and most impressive vindication of the pen or publicity over the old order of diplomatic "ways that are dark and tricks that are vain," was the frank avowal of the head of the nation that he would not know how to proceed in international relationships without first removing the suggestion of bad faith that attaches to the exemption of our coastwise traffic from the payment of Panama canal tolls in violation of the letter and the spirit of our treaty with Great Britain. Only a president with a just cause could afford to be so explicit about it; only a congress with a sorry conception of international honor or a preverted sense of legitimate party or factional warfare, would withhold an action that involves our good standing with the nations of the world.

There may not be an altogether acceptable or popular doctrine here in Texas, which like all Atlantic and Pacifiic states, is coastwise to the advantages of granting our traffic immunity from tolls; but no one knows how near we may be to the emergent hour when the remembrance of our good faith in this covenant shall rivet the friendship of other powers in a new and international fulfillment of the Word—"he that would save his life must lose it." We can forego this petty advantage of tolls exemption for the sake of such transcendent considerations as permanent international concord and good will.

If the pen, then, has come to prevail over sword and "slate;" if the primaries, direct legislation, popular election of senators, and in due time of party committeemen and delegates and publicity of campaign contributions, are to guarantee perpetual release from the gangsters and grafters in our political affairs, it is an indispensable condition that we shall have a press absolutely free to provide the information about candidates and the uncolored presentation of issues that shall guide the voter to the intelligent performance of the larger responsibility which the smashing of the slate puts upon him.

This implies a press absolutely purged of partisan or of corporate ownership, unawed by plump advertising contracts, uninfluenced by the allurements of office or party dictatorship.

Finally, brethren, in the end the pen bringeth peace. As I was leaving Michigan to bring you this survey of 40 years in the "fourth state," I received this message from the first barefoot lad who wrought with my father on the first number of the Hudson Gazette, became foreman and continued with the paper for even 50 years.

"I am at my table writing with books and mss. all around me, at work on my 'Bible Chronology;' just finished up the prophet Samuel, the last judge of Israel. Yesterday and today have been typical Spring days—bright sunshine, birds singing, all animated nature creeping into new life—all teeming with praise, in their way,

to that Being who called them into life. Yesterday our ball season opened here and the crowd that attended was immense. Our boys won over St. Paul 4 to 0."

Of a truth the pen is greater than sword or slate when it brings to this septugenarian disciple of Guttenberg, in the evening of life, sweet communion with Samuel, with Nature in her vernal bloom and with the "batteries for today."

Greater than sword or slate, but who shall say that beneath the rule of men entirely goe on the national game, the pen is greater than the "score"?

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Co-operation of Commercial Clubs and Newspapers

By Ross L. Hammond, Fremont, Neb., Tribune.

INFINITE in number are the ways in which a newspaper may co-operate with the commercial club of the town in which it is published. In a large sense both are devoted to the public good, and are effective and efficient agents of progress only as they seize the opportunities to aid in the development of the community which it is their purpose to serve. For the present it is not intended to do more than to give an account of one special effort made on the part of the newspapers of Nebraska, co-operating with the State Association of Commercial Clubs.

This special effort was the simultaneous publishing by more than two hundred newspapers scattered throughout the state of booster editions issued during the third week of September, 1913. It was conceived that this method of concurrent effort would be productive of good to the state and to all in any way identified with the enterprise.

The writer of this was fortunately situated to effectively promote this scheme, which to his knowledge was without precedent. He occupied the position of a publisher and president of the State Association of Commercial Clubs. Making use, therefore, of the Nebraska Press association, as the proper organization to take the initiative, a resolution was introduced in that association and passed, endorsing the plan of simultaneous publication and referring the matter to a committee of the association. This committee selected a suitable person to prepare a page of six columns of publicity matter, setting forth the opportunities and advantages of the state in its various lines of productive industry.

The agricultural resources of Nebraska were naturally given the greatest prominence, since the state is almost exclusively an agricultural state, though other lines, notably railroad facilities and manufacturing industries, were set out in the most attractive form.

This matter was gotten out in plate form and furnished free by the Omaha Commercial Club's Bureau of Publicity, this being the largest and most influential publicity organization in the state. Inasmuch as Omaha incidentally had favorable mention as the metropolis of the state, the Publicity Bureau regarded that as sufficient recompense for its expenditure.

One feature of the plan was that each newspaper getting out a booster edition should publish not fewer than 1,000 extra copies of that edition for circulation outside the state. Strict compliance with this feature would have given 200,000 additional newspapers from copies of the various newspapers going outside during the same week. It is believed that in most instances this feature was observed, and that the value of this wide publicity was obtained.

The executive board of the State Association of Commercial Clubs sent out a letter to each of the more than three hundred commercial clubs of the state, calling attention to the plan and urging that the commercial clubs of the various towns give their hearty co-operation to the local newspapers, in case they had decided to take part in the state-wide campaign, and where they had not so decided, to urge it upon them that that particular town might keep up with the procession.

There was a peculiar value in the pitting of towns against each other. In many instances some very creditable editions were published, the most attractive ones being those that adopted the smaller form and issued them in a larger number of pages and displayed the higher grade of mechanical work.

The general plan was regarded as highly successful. It made a profit for most of the newspapers engaged in it, and these performed a valuable public service that will prove a great asset. It is expected that action will be taken in the next meeting of the State Press Association to perpetuate this as an annual occurrence.

A weakness in the first effort was the lack of any systematic follow-up method in the various communities to get the most out of the additional copies sent out of the state. Lists of names to which these were sent in order to make the plan most effective should be preserved and used as a mailing list by the commercial club of the town or its equivalent organization in emphasizing the points of advantage detailed in the booster editions.

These details of the effort in Nebraska are presented to the National Editorial Association with the suggestion that they may be profitably adopted in every state. Obviously, the main advantage accruing is from the tremendous force of concurrent action on the part of the newspapers, in issuing on an identical date.

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Personal Effort in Journalism

Address by Will H. Mayes, Professor of Journalism, University of Texas, before the Texas Woman's Press Association, Galveston, Texas, May 8.

A journalist is one who is practiced in the art or craft of writing. If writing be considered purely as an art, then there is such a thing as a "born" journalist, for pure art is temperamental and is not communicable, although it can be perfected only by practice.

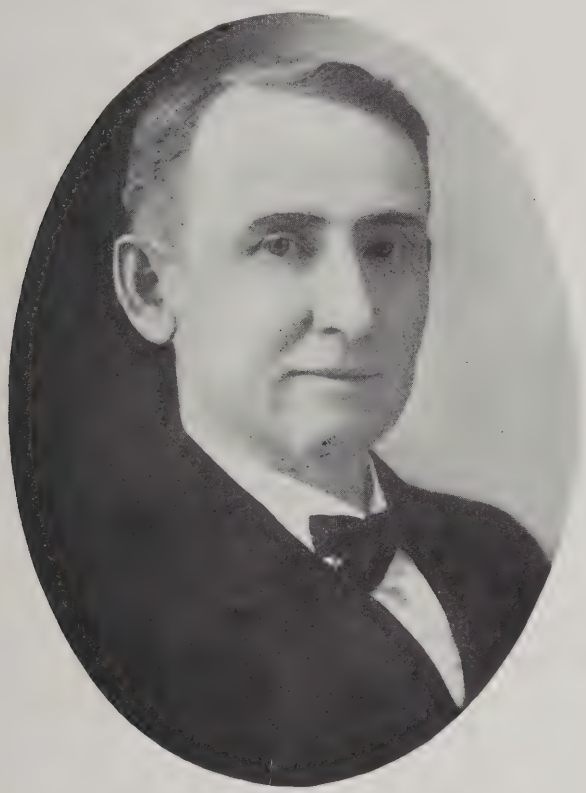
If writing is merely a craft to be employed for the purposes of daily life, it can be learned, even without the journalistic aptitude, and if it can be learned it follows that in a general way it can be taught. Perhaps journalism, in its highest signification, may best be considered as both an art and a craft, since to succeed one should have some aptitude for the use of language, together with the ability to arrange words around well formed ideas.

Ambitious inclination is often mistaken for aptitude. At some time in life, most people have a desire to create some literary work, to write something that will bring reputation or fame to the writer. This is oftener the ambition to attract attention—the fascination for the allurements of fame—than a real love for writing for the pleasure that comes from the art.

Women are not alone in their desire to attract attention for the mere love of display. This becomes a mania with many men, and gives us millionaires who delight to display their wealth rather than to do good

with it, and fills the country with politicians who are in no sense statesmen. Tacitus thought that the "desire of glory clings even to the best man longer than any other passion," and so some people turn to journalism and to authorship, having little or no aptitude, believing it to be an easy road to fame and a short cut to fortune.

One should early analyze his feelings to ascertain the motive back of the choice of a life work. If he loves it because of the work itself, rather than because of the fame or fortune it may bring, aptitude in some degree must exist, and the work at once partakes somewhat of the nature of an art. But if he desires to engage in the avocation because of what it may bring back to him, having no real love for it, whatever of art there may be in journalism becomes commercialized, and success is more difficult. It is not always easy to decide just what



Hon. Will H. Mayes Lieut.-Gov. of Texas

motives prompt in the selection of a trade or profession, and to discover one's own aptitude is even more difficult.

A young woman applied to the dean of a school of journalism for assistance in shaping her studies. "Dean," she said, "I feel that I was born to be a journalist, and I wish you to help me in shaping my studies."

Born journalists being somewhat rare, the dean was interested in this young woman who thought herself born into a life work, and he asked her to state something of her feelings, her inclinations.

"Oh, I am sure that I was born to be a journalist. My heart beats and throbs and pulsates with a desire, that will not be quenched, to create a work of marvelous scope, something weirdly fascinating and enaracing in the vastness of its structural beauty. I know that I was born to be a journalist."

"Young woman," the astute dean replied, "I do not wish to disturb your ambition, but merely to direct it in the right channel. You were not born to be a journalist; you were born to be a milliner."

It is often difficult to determine whether the budding young journalist gives promise of the fruition of full bloom, or of early decay in the bud.

Aptitude is an element that enters into success in journalism just as it does in law, in medicine, in engineering, in any of the professions, but active effort on the part of the earnest student can overcome this lack. However much one who has no artistic tastes may strive to become an artist, the artistic touch cannot be acquired, nor the artistic effect produced. One may paint a picture that will sell, but an artist can recognize its defects, and will know that the picture is not the work of a true artist, a born artist. A journalist who produces work that will sell may lack the journalistic instinct, but having the training, is nevertheless a journalist.

Journalism, then, can hardly be classed as a birthright to which addition may be made be mere acquirement; it can not be looked upon as the inheritance of the favored few. The instinct to use language and to organize thought in writing is born in almost every one, but these are only the fundamentals of success. The instinct is developed, and all the rest comes through equipment, training , practice and experience. With proper application and energy almost any one who can talk, can write. The writer must merely know, think or feel a thing worth saying and then be able to write what he knows, thinks or feels, so attractively that others will read what he writes and so clearly that they will receive his knowledge, thought or feeling.

Intellectual equipment is the first essential to success in writing, for the writer must have a store of material at hand, and must acquire the power of thinking clearly and the ability to express his thoughts interestingly. To succeed in story writing a vast fund of information is not always necessary, but the successful journalist "must know something of everything and everything of something." All kinds of grist come to his intellectual mill, and his usefulness is measured by his ability to grind it into attractive form for the public. For this reason schools of journalism are properly requiring a broad academic foundation as a basis for journalistic instruction.

The journalist should be a student of books. He should not only be well grounded in language, in literature, in history and in the physical and social sciences, as they are taught in our best schools, but he should be a constant student of the best that is offered in all literature. Wordsworth was correct in the statement that in themselves books are a substantial world. It is a great mistake to assume that in the few years spent in school the student can accumulate enough knowledge of books to insure success in literary work. The college course merely prepares one to study books to best advantage. Many young writers who have meteoric careers and are quickly lost to sight, become obscure because they rely upon genius, rather than upon study and concentrated effort.

> "The lamp of genius though by nature lit,
> If not protected, pruned and fed with care,
> Soon dies, or runs to waste with fitful glare."

Not only should the journalist be a constant student of books, but he should know men. In no other profession is an understanding of psychology so important, because the journalist is really an interpreter of men, of their thoughts and actions. The journalist who knows the most men, and knows most about those men, their

habits of thought and of life, their purpose and the motives actuating those purposes—who is able to talk with a man for a time and really know the man—is an invaluable asset in journalism. Most people live within too small a circle of real acquaintance and know nothing of men beyond the few with whom they come in daily contact. Cultivate not merely an acquaintance with, but a knowledge of the people who are worth knowing, if you would succeed in journalism. As the journalist must deal with, and write for, all classes, even the most humble and lowly are worth while.

The journalist should keep all his faculties in a state of receptivity. Most people go through the world mentally half asleep. They have ears but hear not, and having eyes they do not see. They have small stores of knowledge, not for lack of opportunity, but because they do not retain the things they encounter. Experiences have been plentiful enough, but they have been forgotten. They live automatically from day to day, inalert and inactive, forgetting the things that furnish rich material for journalism.

The power of retention is not a gift, but a habit that can either be cultivated or neglected at will. It is an absolute essential to great success in writing. If this faculty has been neglected until it has become benumbed, as all faculties will become under neglect, begin to cultivate it assiduously and you will be surprised how it will respond to proper attention.

Publishers everywhere are looking for men and women who have something to say and know how to say it. Manuscript readers agree that not ten writers in a hundred really have anything to say that is worth while, and that only about half of these know how to express their thoughts clearly and attractively.

The fundamental elements of success in writing are aptitude, which includes a love for writing because of the work itself, and thorough equipment, training and experience which must come from active effort. Schools of journalism can assist, by properly directing the efforts of the student, but they cannot teach in the sense of imparting an art. Journalism, like the simplest physical process, must be learned. It is a development, a growth, the fullness of which must depend upon the activities of the individual. The purpose of the modern school is two-fold; to weed out the unfit, the incapable, and to thoroughly train, by the best processes, those whom the gods would help.

Since nature never finished any one but the fool, or idiot, and since journalists are not fools, it follows that people are not born equipped for journalism, nor inordinately favored for the profession, but that success comes, as in all other professions, through personal and well directed effort.

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"FORWARD NOW!"

Happiness is a state of mind, credit is a matter of confidence. Business depression is apprehension and apprehension is suffering.

Business depression and financial panics have few terrors for the inhabitants of our great middle West. Hope, buoyancy and optimism are characteristic of Western people. When, in 1907, banks were failing, credits shaken, and currency at a heavy premium, E. C. Simmons, leading merchant and manufacturer of St. Louis, inaugurated the Sunshine movement and its effects were electrical.

In an address made before the Sphinx club recently, John N. Willys, a prominent Western automobile manufacturer, said, "If I could believe as true one-half of the gloom professed by some of my Eastern banking friends, I would meet it by increasing my advertising appropriation from $750,000 to $1,000,000 and, if necessary, to $1,500,000." In a similar vein, and with characteristic Western hopefulness, we note the action of Walter H. Cottingham, a prominent manufacturer, of Cleveland, O. Sincerely believing that the business depression is nothing more than a state of mind, he has transformed his entire organization on the staff and line basis, with "Forward Now" as their watchword and command.

Mr. Cottingham's optimism should be contagious. Through his own force and by the immediate returns to his own business in a commercial way he has realized the wisdom of his policy, but in a much broader spirit he is spreading his doctrine of good cheer. The New York Herald, the Boston Globe, the Cleveland Plain Dealer, the New York Sun, the Cleveland Press, and the Newark News all have paid him tribute.

The "Forward Again" spirit should inspire business men everywhere. It has been carried forward by a rising wave of optimism despite some depressing influences. Let us all labor to prove, beyond doubt, that good times are not only near but here. If we will all agree we can have it so. Why not—(Leslie's Weekly.)

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FAVORS HOUSE ORGANS

N. Tonawanda, N. Y., April 20, 1914.

National Printer-Journalist Co., 4618 Ravenswood Ave., Chicago, Ill.

Dear Sirs: Just to show you there's no hard feelings, and to show also that the recent "knock" in your late issue has proven a "boost," I am, First: sending you my subscription for one year; Second: I forward by separate enclosure a copy of "The Prospector," Spring issue, which will give evidence of the "boost."

The writer was formerly the Electric Printer of Buffalo.

Your critic should know that the Xmas issue, which in part he criticised, and rightly so, was the work, single handed, of the writer who, at the "eleventh hour" undertook to do, and did accomplish, the setting and printing of an edition of 2,500 12pp copies, including the circulating, all in seven days; this included all writing—text and ads. To give the advertisers an opportunity to derive benefit from the advertising I had to "rush" the work, with the usual result.

The specimen sent—Spring number—is more as it should be, and I trust your critic will see in it more to commend.

It seems strange to me that printers, generally, do not see the value of using a house organ. To me it is proving of greater value than all else I put out. Usually I print it with no ads but my own; occasionally I accept ads of merchants, and not being bound to any particular publication date, I can keep my presses busy when other printers are quiet. One having some "know-how" can convince the merchant that he needs such advertising as the printer's house organ gives, when he cannot prove to him that he needs stationery when his shelves are filled. Besides it can be made a good paying proposition, and the printer get his own publicity free.

Why not enlarge upon this for the benefit of your readers?

Yours very truly,

W. H. WRIGHT,

Producer of Sense and Cents in Advertising.

IDEAS FOR PROGRESSIVE TYPOGRAPHERS AND COMPOSITORS' ROUND TABLE

HOUSE ORGANS

Address communications and samples for this department to Slug Seven, care of National Printer-Journalist. 4620 Ravenswood Ave., Chicago, Ill.

THE RANGE of products of a job printing office has greatly increased during very recent years. Job printing is now a much more comprehensive business than it was even so short a period as twenty years ago. But then job printing is a necessity of practically all modern businesses, and there are some modern businesses that were not themselves in existence twenty years ago. One product of the job printer that can be used with advantage by many businesses both old and new—including job printing itself—is that which was early given the somewhat unsatisfactory name of "house organ." Some of the stores which use such a publication term it a "store paper"; but this is a name given by many stores to a publication intended solely for employes of a store, and generally edited and published by them.

The publication generally known as a "house organ" is a development of modern advertising, which has so greatly enlarged the scope of the job-printing business. It is a form of direct advertising that was used with especial success before it gained the great favor it now enjoys with manufacturers, and with many concerns that were slow in entering the ranks of modern advertisers, such as banks, etc.

During the last few months an article appeared in an authoritative advertising journal which claimed that the use of the house-organ is an unprofitable mode of advertising. But this article was evidently written by one of the use advertising men who think that all advertising worth while is that obtained by the use of space in newspapers and magazines. Even the Associated Advertising Clubs of America (who, in many ways, and especially by their great annual conventions, have in the last few years, done much for advertising) have largely ignored house-organ publicity, as they have much of the other advertising that is the product of the job printer. Such advertising has, however, its able defenders. Even in the ranks of an association primarily interested in newspaper and magazine publicity; and the convention at Toronto this year, will give considerable deliberation to what is known as "Direct Advertising"—let us hope to the full recognition of the tremendous force job printing has already become in modern advertising.

This is not a publicity department; but it IS a department of job printing, which is now an essential factor in even the highest development of the art and science of advertising. And as the purpose of nearly all job printing is to advertise, it is well for the modern job printer to realize that, even in evolving a job in which the artistic element is properly an all-important consideration, that the work has the purpose of advertising, and that the true artist is he who can make utilitarian things beautiful without impairing their purpose. Other things being equal, the artistic advertisement is a far better advertisement than the one that is not artistic. This seems to apply particularly to house organs, which printers have found especially successful in advertising their own business. And the success attained by these printers with the house organ has lately made many manufacturers of printers' necessities patronize the job printer to the extent of having him print for them regularly little papers to interest his brethren, even as the manufacturers have been led to buy printing by the house-organs of the job printers.

I have asked a good many merchants and manufacturers how their house organs were paying them—business men who employed scientific methods of finding out just what advertising paid them, and how it paid them. And I have found that house-organ publicity is looked on as a distinctly valuable adjunct to other advertising, when a fair test is made of it. Much house-organ advertising is done "every once in a while," and that is really no way to do any kind of advertising. And it is part of a job printer's business to show customers this.

Possibly even yet you think such a Discussion as this should be left to the publicity department, but one aim of these Hints is to bring, one by one, the different kinds of work turned out by job printers, to their consideration at one time. I should like to see every job printer who reads this part of the N. P.-J. have at least one house-organ to print monthly or even oftener. In fact, I know of one large department store which found that a daily house-organ brought returns that amply justified its existence.

Many businesses find that the house-organ enables little matters which are of importance, but which cannot be treated in newspaper or magazine space, because of the great expence, and which, moreover, seem to have no place in the ordinary booklet or circular, to be most successfully promulgated in a house organ. And one great fault of some house-organs is that reading matter which is mediocre or worse is used to the exclusion of really interesting matter about the house and the house's business.

Many retailers and wholesale merchants who get up the right kind of house organs look on it as the richest, if not the rarest, flower of modern publicity. But the house organ or any other form of direct advertising is generally better if combined with newspaper or magazine advertising. Still, those who do plenty of these are at last waking up to the importance of combining them with GOOD job printing. And the aim of this department is,

with the aid of its readers, to encourage and assist in the production of GOOD printing.

I have asked Austin, Nichols & Co., wholesale grocers of New York, how their house-organ advertising paid. They claim that if it had not helped them, they would not have kept on patronizing the job printer as they have been doing for so long. And they believe that retail grocers—of whom there are so many among the present and possible patrons of the subscribers to the N. P.-J., would find it of especial value.

"For many, in fact, for most retail grocers," they tell me, "the store paper [i. e., house-organ] furnishes the shortest and cheapest route to substantial returns. Of course, you won't get 'em on the first issue; but after your paper is established, after people have learned to know it, to look for it, and to treat it as a personal message, their interest will soon be manifested in orders for you can begin to make entries on the credit side of your advertising expense account.

"Next to interesting matter," they say, "regularity of issue [ah, there's considerable in that!] is the most important requisite of a store paper. Spasmodic efforts are attended only by spasmodic returns. A store paper is not properly constructed unless its influence is felt over the entire period intervening between dates of issue."

What I consider of very especial importance in a house organ is good typography. I know that a good many successful grocers do not pay so much attention to this matter as other merchants; but I also know that the grocer's paper which I have every reason to believe is the most successful is typographically fine. I refer to the wholesale and retail house organ of Finley Acker & Co., Philadelphia.

I have seen some house organs issued by job printers who evidently had never come under the influence of a printing trade journal. Maybe they brought business—but it is certain that the public knows as never before that poor printing is poor printing; and that to use it is becoming more and more poor business. However, the printer's own house-organs that I shall now review, are printed by printers who can print, and do.

✧ ✧

Here (1) are pages from Stone's Impressions, a monthly published by the Stone Printing & Manufacturing

STONE'S
IMPRESSIONS

VOL. I OCTOBER, 1913 No. 4

THE JACK-O'-LANTERN

My first experience with a Jack-o'-Lantern, and, in fact, the only one, I shall never forget.

A crowd of us boys were loafing around "the corner," one late October evening, when some one shouted, "Look at that!"

Across the fields, about three blocks beyond "the corner," there appeared a white light, seemingly a lantern, but it was doing some astonishing "stunts."

The light went to and fro, close to the ground for a time and then gradually rose to perhaps ten or fifteen feet and went out, then appeared again close to the ground, and at times went up and down, and so on, as if signaling.

After watching this strange performance for a while, the boys decided to investigate, so we cautiously approached and listened, but we could not hear or see anything. Although I will admit at first we did not try to get very close as we were timid.

(1)

No. 1a

Co., Roanoke, Va. The cover page has the same design at the top as that at the top of the first page of the body (1a) but the reproduction (evidently made from the same drawing) is four inches wide on the cover, and 3½ inches wide on the body page. The height, of course, varies correspondingly. Now, look at the running head on the

STONE'S IMPRESSIONS

A STORY is told about a purchasing agent who was advised that a surgical operation was necessary, so, as customary in his business, he secured "bids."

To each of the reputable physicians he said, "your price is too high," as it was customary for him to do in his business.

But finally he accepted the "bid" of a doctor who was also an undertaker, and the undertaking part of the doctor's business also got a job.

It cost the estate of the Purchasing Agent considerably more than if he had agreed to let a skilled surgeon perform the operation at a fair price and probably would have saved his life.

The moral is obvious as applied to printing.

Wuxtra

Newsboy—"Great mystery! Fifty victims! Paper, mister?"

Passer-by—"Here, boy, I'll take one. (After reading a moment.) Say, boy, there's nothing of the kind in this paper. Where is it?"

Newsboy—"That's the mystery, guvnor. You're the fifty-first victim."—*Missouri Oven.*

(11)

No. 1b

other page reproduced (1b). An impression in keeping with the first design is given, but note that the running head is simpler, as to agreement among the different letters, there being cerifs on the S's and the T. Such subtle differences as these have an effect of a sameness—with variety that is a pleasing effect, and this is so even where the difference is not pointed out, as in this instance.

What I am getting at is this: The observer of a piece of good printing—or of poor printing, for that matter—

STONE'S
IMPRESSIONS

VOL. I NOVEMBER, 1913 No. 5

THANKFULNESS is one of the most fragrant of the graces. It is an emotion which must not only be experienced, but also gladly and fully expressed The expression of it deepens on the capacity for feeling it, and sweetens not only the life of him who gives utterance to it, but also the wide life of mankind. The sense of gratitude is one of the greatest traditions of the American Republic, and to keep it alive and hand it on to our descendants is one of the high privileges of every loyal American.—*Selected*

In November the harvest is gathered;
Thanksgiving brings praise and good cheer;
We thank the good Lord for the blessings
He sends us all through the year.

No. 1c

notices many details that he is not aware of noticing. Psychologists now agree that there is such a thing as "subliminal consciousness." Call it that or any other name, it has much to do with the appreciation of any work of art. Some of you will see the point of this even if you do not think there is any point to it, let me hope—if so, it is an exemplification of the same theory.

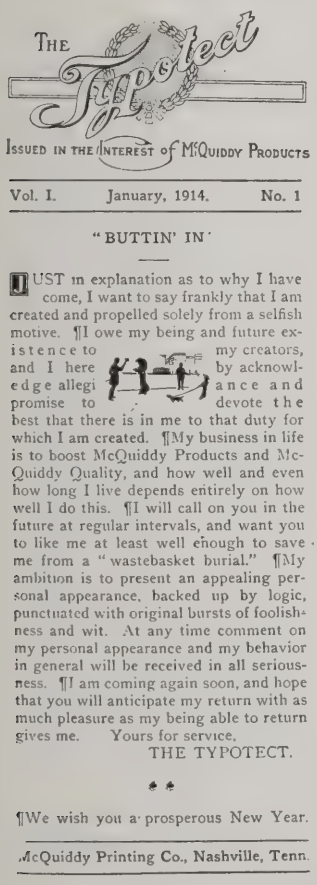
Now to get away from talk that may sound bughouse, but which is not—for psychology is the great big science

behind art as everything else worth while, I will note the color. In 1a the rules and the head, "The Jack o' Lantern," are in color. On the other page the rules, the initial, and both the inkball ornament and the heading, "Wuxtra" immediately beneath it, are in color; the remainder is black. Now such disposition of color as the last mentioned is unusual without being freakish. And it is just such original stunts that make for that distinctiveness which is the aim of printers as well as other artists.

Now here (1c) is another first body page. Here the rules, the initials and the verse at the bottom are red, but a simple border is introduced. There is an infinite ariety to such individuality as that of Stone, which age cannot wither, or custom stale. Maybe the Italic of the poetry is not in perfect harmony with the quotation; this is more noticeable because of the Italic word "Selected"; but then it is in color. You will note I said "color" in speaking of these pages, without specifying the color. That's because a different color is used every month with the black. Fine!

✧ ✧

Years ago, and for many years, I used to receive a house-organ from the Inland Type Foundry called The Practical Printer. I wonder if it is still published—it was certainly a valuable publication. Every number was of


THE Typotect

ISSUED IN THE INTEREST OF McQUIDDY PRODUCTS

Vol. I. January, 1914. No. 1

"BUTTIN' IN"

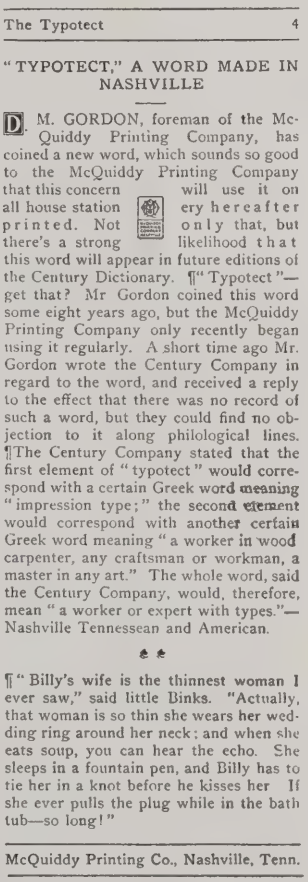
JUST in explanation as to why I have come, I want to say frankly that I am created and propelled solely from a selfish motive. ¶I owe my being and future existence to my creators, and I here by acknowledge allegiance and promise to devote the best that there is in me to that duty for which I am created. ¶My business in life is to boost McQuiddy Products and McQuiddy Quality, and how well and even how long I live depends entirely on how well I do this. ¶I will call on you in the future at regular intervals, and want you to like me at least well enough to save me from a "wastebasket burial." ¶My ambition is to present an appealing personal appearance, backed up by logic, punctuated with original bursts of foolishness and wit. At any time comment on my personal appearance and my behavior in general will be received in all seriousness. ¶I am coming again soon, and hope that you will anticipate my return with as much pleasure as my being able to return gives me. Yours for service,

THE TYPOTECT.

¶We wish you a prosperous New Year.

McQuiddy Printing Co., Nashville, Tenn.

2a


The Typotect 4

"TYPOTECT," A WORD MADE IN NASHVILLE

D. M. GORDON, foreman of the McQuiddy Printing Company, has coined a new word, which sounds so good to the McQuiddy Printing Company that this concern will use it on every hereafter printed. Not only that, but there's a strong likelihood that this word will appear in future editions of the Century Dictionary. ¶"Typotect"—get that? Mr Gordon coined this word some eight years ago, but the McQuiddy Printing Company only recently began using it regularly. A short time ago Mr. Gordon wrote the Century Company in regard to the word, and received a reply to the effect that there was no record of such a word, but they could find no objection to it along philological lines. ¶The Century Company stated that the first element of "typotect" would correspond with a certain Greek word meaning "impression type;" the second element would correspond with another certain Greek word meaning "a worker in wood carpenter, any craftsman or workman, a master in any art." The whole word, said the Century Company, would, therefore, mean "a worker or expert with types."—Nashville Tennessean and American.

¶"Billy's wife is the thinnest woman I ever saw," said little Binks. "Actually, that woman is so thin she wears her wedding ring around her neck; and when she eats soup, you can hear the echo. She sleeps in a fountain pen, and Billy has to tie her in a knot before he kisses her. If she ever pulls the plug while in the bath tub—so long!"

McQuiddy Printing Co., Nashville, Tenn.

No. 2b

the same size and style, but the heading types were in different series each time. This was a splendid idea for a type-founding house organ.

"The Typotect," issued by the McQuiddy Printing Co., Nashville, Tenn., has a handsome cover, and is folded so that between each two printed pages are blank pages uncut at the top. The first page (2) shoms a most effective placing of a very small silhouette illustration. The other "reading matter" pages are of the style of 2b, which contains a most interesting account of the origin of the word "typotect," and—more interesting still, tells who the originator is—D. M. Gordon, foreman of the McQuiddy Printing Co. The workmark of the firm is placed on this page, as on four other pages, in the center at the top like the silhouette mentioned above. This placing of the small work-mark, together with the Schoeffer initial, and the running head and bottom lines similarly bordered by rules, gives a very striking individuality to this bright monthly.

✧ ✧

M. Delvaux Coyle, of Frankfort, Ky., is a great believer in the house-organ, and the Coyle Press Imp, published by him surely as many as ten years ago, obtained a wide popularity, and was frequently quoted by many trade journals. Mr. Coyle is a printer who can do artistic work with an individuality devoid of freakishness—he can do so, and does so when he feels like it. But judging from some pages of his latest house-organ, Coyle's Magazine, which he utters once a month, he would rather

Coyle's

Magazine

APRIL

1

9

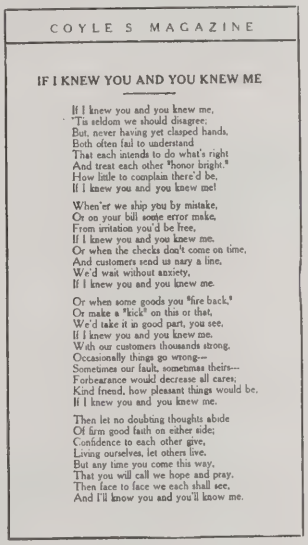
1

4

Frankfort's Biggest Magazine

Circulation of this Issue Less Than 500,000,000

3a


COYLE S MAGAZINE

IF I KNEW YOU AND YOU KNEW ME

If I knew you and you knew me,
'Tis seldom we should disagree;
But, never having yet clasped hands,
Both often fail to understand
That each intends to do what's right
And treat each other 'honor bright.'
How little to complain there'd be,
If I knew you and you knew me!

When'er we ship you by mistake,
Or on your bill some error make,
From irritation you'd be free,
If I knew you and you knew me.
Or when the checks don't come on time,
And customers send us nary a line,
We'd wait without anxiety,
If I knew you and you knew me.

Or when some goods you 'fire back,'
Or make a 'kick' on this or that,
We'd take it in good part, you see,
If I knew you and you knew me.
With our customers thousands strong,
Occasionally things go wrong—
Sometimes our fault, sometmas theirs—
Forbearance would decrease all cares;
Kind freend, how pleasant things would be,
If I knew you and you knew me.

Then let no doubting thoughts abide
Of firm good faith on either side;
Confidence to each other give,
Living ourselves, let others live.
But any time you come this way,
That you will call we hope and pray.
Then face to face we each shall see,
And I'll know you and you'll know me.

3b

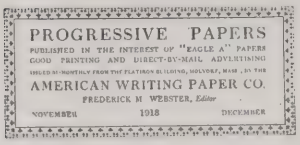
be freakish, or let us say, bizarre—than not, even in his words and figures as when he prints on his cover, "Circulation of this Issue Less than 500,000,000." But he is an artist, even in his most startling designs. Here (3a) is the cover of Coyle's Magazine for April. The margin at the bottom is considerably larger than that at the top. The triangle is a dark green, and the remainder red. The envelope in which the magazine comes has the same device (the wording on each side being omitted) in a light green, with another shade of red. The triangle is taken up and turned round, as Euclid does with a triangle in at least one of his propositions, so that the broad side is bled at the side of the envelope, giving the effect of a pennant. The effect is odd, but pleases; though as the position of the wording in respect to the triangle is unchanged, the result is as strange an "envelope corner" as was ever devised. But I like it! All sizes of Cheltenham are used on the pages, which are, however, uniform as to border. Opposing a poem in 24-point Cheltenham, which looks well within the green border with the running head, is the poem as shown in 3b. I consider the poem well placed within the border. And it is a good poem.

I believe Mr. Coyle could make even futurist are attractive to the common heard to which I belong.

✧ ✧

Here (4a, 4b) are two pages from Progressive Papers, a house-organ issued every two months by the American

Writing Company, Holyoke, Mass. The border on 4a, and the initial, are given. On the other page the crinkled lines at the top, the initial E, and the straight lines at the bottom are given. The style of the running head is "different." The shorter italic lines at the bottom, with



PROGRESSIVE PAPERS

PUBLISHED IN THE INTEREST OF "EAGLE A" PAPERS GOOD PRINTING AND DIRECT-BY-MAIL ADVERTISING

ISSUED MONTHLY FROM THE PLATNER BUILDING, HOLYOKE, MASS., BY THE

AMERICAN WRITING PAPER CO.

FREDERICK M. WEBSTER, *Editor*

NOVEMBER 1913 DECEMBER

MAKE YOUR MAILING LIST EFFICIENT

SEE that your Mailing List is up-to-date, Mr. Advertiser and Mr. Printer. Dead lists mean wasted Postage and wasted Booklets, and that means wasted Dollars.

Be sure the firms on your lists are those with whom you would wish to do business. Get just as full information about each one as possible. Street and Number, City and State are by no means sufficient. It's poor policy to go after prospects you don't want.

Nine out of every ten failures of Direct-by-Mail Advertising can be traced to lists full of dead names and containing insufficient data.

Be a live advertiser. Keep testing your names. Find out the business, financial rating and reputation of every Catalog or Booklet enquirer, even if it takes considerable time, thought and money to do so. Find out how much use he makes of your product. Then classify your information

FIT YOUR LITERATURE TO HIS NEEDS

The foundation of your list is your regular customers. Don't neglect them. Send them all the information and show them every courtesy you do the prospective customer. Work hard to win the new man, but be sure you keep the old stand-bys.

Make your Booklet, Letter or Circular clear, brief and specific. Don't try to hit a half-dozen different classes with one booklet.

Learn the real need of one class of customers. Then tell them how your product will supply that need. Then do the same for another class. This is the way to get big results.

[1]

No. 4a

PROGRESSIVE PAPERS

EDITING A HOUSE ORGAN

By ARTHUR MYLES DUNBAR

EVEN with an eight-hour day and a Union wage that a bank clerk might envy—and often does, shoveling coal in ditch presents some drawbacks. Aviation as an occupation imposes the running of a slight risk now and then. The work of a stoker in the sweltering boiler room of an ocean liner requires...endurance. The neck-breaking strain of a physician's life shortens the days of many. The spectre of a sweat-provoking reality stares the struggling businessman in the face. Here are occupations whose hardships are apparent to you.

The dubiousness of all these avocations and vocations combined with the quality of mind and the brain-training incident to the diplomatic career are the necessary equipment of the man who would edit a house organ and deal to the satisfaction of all concerned. And "all concerned" would include, for the purpose described in hand, inclusive and strenuous gathering.

Take, for instance, the Advertising Manager who edits a house organ for a manufacturing concern engaged in the production of basic goods, the editor has to turn out a paper which satisfies his own artistic and literary sense of the...ness of things, and his hard-edged advertising, and would be lost by satisfying his public—presumably the retailer. But if he fails, who should be the sole arbiter of the make-up of the paper as a whole—even the opinion of the "old man"? Now the "old man" may be, usually is, totally ignorant of the standards of scientific advertising as well as the simplest rules governing the use of the King's English. But he insists on getting into print through the medium of the house organ, and airing his hobby, which may be the use of funny pictures, or the introduction of religious homilies. It is sure to be something incongruous, and something which has only to be permitted in to ruin the advertising value of the publication; but what he says goes, and "don't you forget that, young man." So the editor of the house organ inserts matter designed to meet the "old man's" approval, and racks his brain and spends sleepless nights trying to overcome the "O. H.'s" efforts to make the value of the house organ nil.

Next comes the Treasurer, who does not believe in spending money—that is why he is treasurer. Every cent that the House spends in advertising affects him like the loss of his life blood. He can't allow any money for cuts—it's just waste; will not approve bills from "High Class & Co.," the artistic printers,—" Old Johnes" who prints paper bags for grocery stores will do it for $300 less. Two colors! Both hands up in the air, perish the thought! Envelopes to match the 5 X 8 house organ—nonsense! Take the old catalog envelopes made for the 10 X 10 stock catalogs and turn in the ends. Pay "Mr. Clear Cut," the famous authority on Store Management, nine dollars for an article—ye Gods—let Johnnie, the office boy, clip something from Elbert Hubbard's *Fra*. One fills up space as well as the other. And when the Treasurer has

ARRIVE Halftone, of which this issue is a sample, represents the new idea in Catalog Paper. Read carefully the footnotes and learn why this stock will best serve the exact purposes of your Direct-by-Mail Advertising.

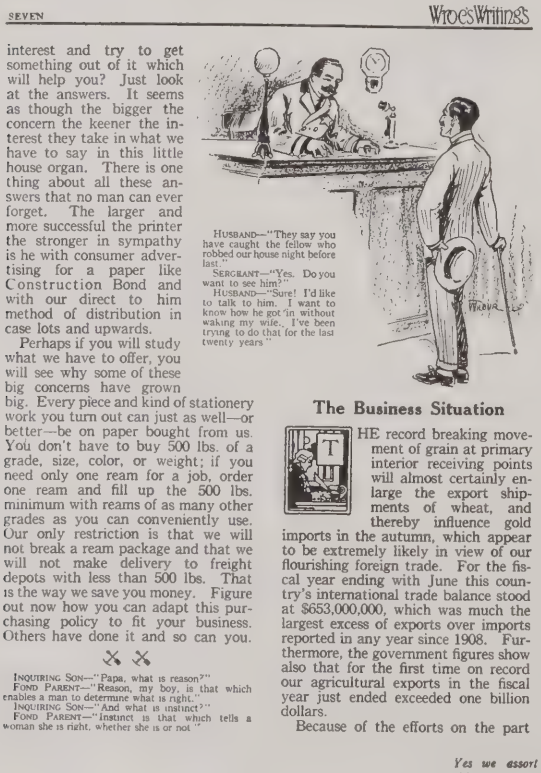
[2]

No. 4b

the Italic initial, help to make a very attractive page. Similar lines are at the bottom of other pages, which vary considerably as to the other typography. Progressive Papers is a progressive publication, and of value to printers not only as an advertisement.

✧ ✧

Wroe's Writings is a house-organ published by W. E. Wroe Co., 1006 South Michigan Avenue, Chicago, "to help you get your money's worth in bond and writing



SEVEN

WROE'S WRITINGS

interest and try to get something out of it which will help you? Just look at the answers. It seems as though the bigger the concern the keener the interest they take in what we have to say in this little house organ. There is one thing about all these answers that no man can ever forget. The larger and more successful the printer the stronger in sympathy is he with consumer advertising for a paper like Construction Bond and with our direct to him method of distribution in case lots and upwards.

Perhaps if you will study what we have to offer, you will see why some of these big concerns have grown big. Every piece and kind of stationery work you turn out can just as well—or better—be on paper bought from us. You don't have to buy 500 lbs. of a grade, size, color, or weight; if you need only one ream for a job, order one ream and fill up the 500 lbs. minimum with reams of as many other grades as you can conveniently use. Our only restriction is that we will not break a ream package and that we will not make delivery to freight depots with less than 500 lbs. That is the way we save you money. Figure out now how you can adapt this purchasing policy to fit your business. Others have done it and so can you.

✕ ✕

INQUIRING SON—"Papa, what is reason?"
FOND PARENT—"Reason, my boy, is that which enables a man to determine what is right."
INQUIRING SON—"And what is instinct?"
FOND PARENT—"Instinct is that which tells a woman she is right, whether she is or not."

HUSBAND—"They say you have caught the fellow who robbed our house night before last."
SERGEANT—"Yes. Do you want to see him?"
HUSBAND—"Sure! I'd like to talk to him. I want to know how he got in without waking my wife. I've been trying to do that for the last twenty years."

The Business Situation

THE record breaking movement of grain at primary interior receiving points will almost certainly enlarge the export shipments of wheat, and thereby influence gold imports in the autumn, which appear to be extremely likely in view of our flourishing foreign trade. For the fiscal year ending with June this country's international trade balance stood at $653,000,000, which was much the largest excess of exports over imports reported in any year since 1908. Furthermore, the government figures show also that for the first time on record our agricultural exports in the fiscal year just ended exceeded one billion dollars.

Because of the efforts on the part

Yes we assort 500 lb. shipments see top page 9.

No. 6

papers." It is novel as to typography. On the page shown (6) the initial background, and the two marginal lines of Italic are in color.

✧ ✧

I show the cover of Cottrell's Magazine (5a)—you have heard of the publishers. The border consists of heavy rule in orange, surrounded by light rules in black. The ornament in the center or thereabouts, is orange. 5b and 5c are pages that give a good idea of the style of the booklet, with its numerous paragraph marks. On page

VOLUME FOUR NUMBER FIVE

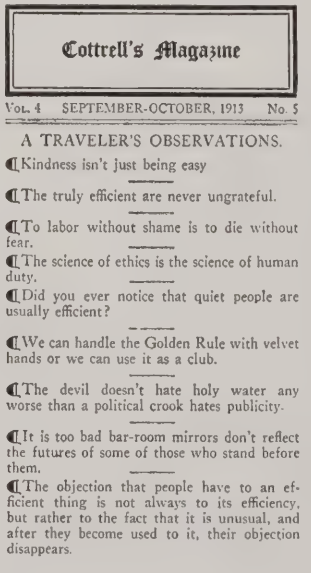
Cottrell's Magazine

September-October 1913

PRICE TEN CENTS

No. 5a

2 (5c) how well the mark looks before the Italic especially. Between articles a key is the ornament used. On page 25 this ornament comes right under the side running head, and before the short paragraph, "It stands



Cottrell's Magazine

Vol. 4 SEPTEMBER-OCTOBER, 1913 No. 5

A TRAVELER'S OBSERVATIONS.

¶Kindness isn't just being easy

¶The truly efficient are never ungrateful.

¶To labor without shame is to die without fear.

¶The science of ethics is the science of human duty.

¶Did you ever notice that quiet people are usually efficient?

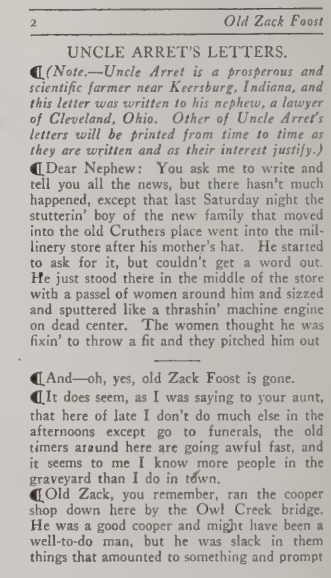
¶We can handle the Golden Rule with velvet hands or we can use it as a club.

¶The devil doesn't hate holy water any worse than a political crook hates publicity.

¶It is too bad bar-room mirrors don't reflect the futures of some of those who stand before them.

¶The objection that people have to an efficient thing is not always to its efficiency, but rather to the fact that it is unusual, and after they become used to it, their objection disappears.

No. 5b



2 *Old Zack Foost*

UNCLE ARRET'S LETTERS.

¶*(Note.—Uncle Arret is a prosperous and scientific farmer near Keersburg, Indiana, and this letter was written to his nephew, a lawyer of Cleveland, Ohio. Other of Uncle Arret's letters will be printed from time to time as they are written and as their interest justify.)*

¶Dear Nephew: You ask me to write and tell you all the news, but there hasn't much happened, except that last Saturday night the stutterin' boy of the new family that moved into the old Cruthers place went into the millinery store after his mother's hat. He started to ask for it, but couldn't get a word out. He just stood there in the middle of the store with a passel of women around him and sizzed and sputtered like a thrashin' machine engine on dead center. The women thought he was fixin' to throw a fit and they pitched him out

¶And—oh, yes, old Zack Foost is gone.

¶It does seem, as I was saying to your aunt, that here of late I don't do much else in the afternoons except go to funerals, the old timers around here are going awful fast, and it seems to me I know more people in the graveyard than I do in town.

¶Old Zack, you remember, ran the cooper shop down here by the Owl Creek bridge. He was a good cooper and might have been a well-to-do man, but he was slack in them things that amounted to something and prompt

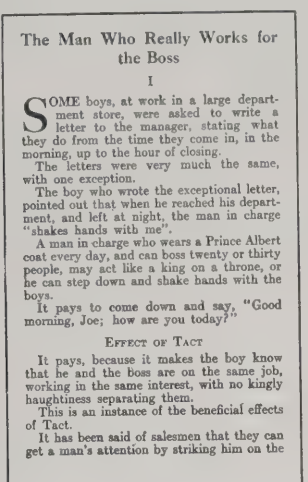
No. 5c

alone." The key stands alone, and as it appears on other parts of the page (where such ornaments are usually placed) on the other pages, the effect of placing it at the top (before the discussion of a new subject, of course) is good.

✧ ✧

All these publications that are issued for the benefit of printers are of real value to printers, and some of them contain matter that is of like value to other business men as well. This is surely the case with the Ambassador, issued by the Niagara Paper Mills, Lockport, N. Y. The stock used on the number before me is Omar Sultan, printed in brown and green, with a cover that is likewise

simple and yet compelling, combining dignity and force. Here (7) is a page that gives an idea of the general plan



The Man Who Really Works for the Boss

I

SOME boys, at work in a large department store, were asked to write a letter to the manager, stating what they do from the time they come in, in the morning, up to the hour of closing.

The letters were very much the same, with one exception.

The boy who wrote the exceptional letter, pointed out that when he reached his department, and left at night, the man in charge "shakes hands with me".

A man in charge who wears a Prince Albert coat every day, and can boss twenty or thirty people, may act like a king on a throne, or he can step down and shake hands with the boys.

It pays to come down and say, "Good morning, Joe; how are you today?"

EFFECT OF TACT

It pays, because it makes the boy know that he and the boss are on the same job, working in the same interest, with no kingly haughtiness separating them.

This is an instance of the beneficial effects of Tact.

It has been said of salesmen that they can get a man's attention by striking him on the

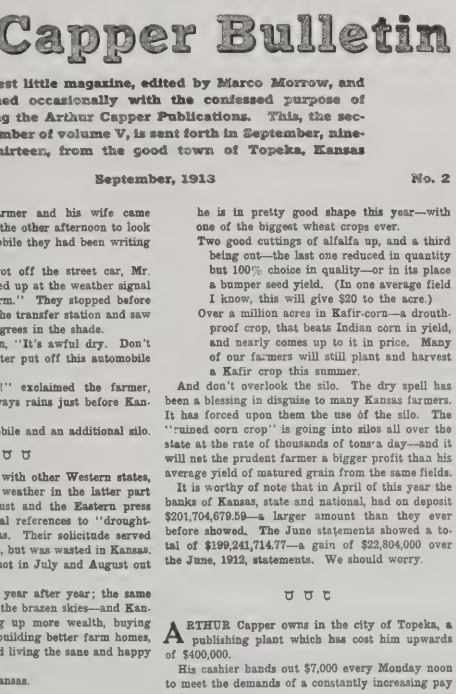
Successful business is selling goods that won't come back to customers who will come back.—*Lovejoy & Shutterama*

No. 7

of the most of the pages. The heading, border, initial, and quotation at the bottom are green.

✧ ✧

The Capper Bulletin is a paper that has been issued for years in a different form from that which it now issues. It now has large pages of dark gray stock—printed in dark gray ink—it would be almost too somber in appearance were it not for the bright initials. It is



The Capper Bulletin

A modest little magazine, edited by Marco Morrow, and published occasionally with the confessed purpose of boosting the Arthur Capper Publications. This, the second number of volume V, is sent forth in September, nineteen thirteen, from the good town of Topeka, Kansas

Vol. 5. September, 1913 No. 2

A KANSAS farmer and his wife came into Topeka the other afternoon to look at an automobile they had been writing about.

As they got off the street car, Mr. Farmer looked up at the weather signal and saw, "Fair and warm." They stopped before the big thermometer at the transfer station and saw that it registered 101 degrees in the shade.

"Pa," said the woman, "It's awful dry. Don't you think mebbe we better put off this automobile thing until next year?"

"Oh, shucks, mother!" exclaimed the farmer, 'Don't you know it always rains just before Kansas goes to hell!"

He bought the automobile and an additional silo.

ʊ ʊ ʊ

KANSAS, in common with other Western states, had a spell of dry weather in the latter part of July and early August and the Eastern press was filled with the usual references to "droughtland" and ruined Kansas. Their solicitude served to bull the grain markets, but was wasted in Kansas.

It is always dry and hot in July and August out in Kansas.

The crops are ruined, year after year; the same old wail ever ascends to the brazen skies—and Kansas goes right on piling up more wealth, buying better farm equipment, building better farm homes, riding in automobiles and living the sane and happy life.

Don't worry about Kansas.

We're all right yet.

ʊ ʊ ʊ

IF YOU are getting only Mr. Lugubrious Blue's version of the drouth in Kansas, I want to ask you kindly to remember two things:

1st. Kansas has never had an outright failure of her Corn Crop. Rain has always come in time to make a good percentage of the crop.

2nd. The Kansas farmer does not put all his eggs in one basket. Even counting out the corn, he is in pretty good shape this year—with one of the biggest wheat crops ever.

Two good cuttings of alfalfa up, and a third being cut—the last one reduced in quantity but 100% choice in quality—or in its place a bumper seed yield. (In one average field I know, this will give $20 to the acre.)

Over a million acres in Kafir-corn—a drouth-proof crop, that beats Indian corn in yield, and nearly comes up to it in price. Many of our farmers will still plant and harvest a Kafir crop this summer.

And don't overlook the silo. The dry spell has been a blessing in disguise to many Kansas farmers. It has forced upon them the use of the silo. The "ruined corn crop" is going into silos all over the state at the rate of thousands of tons a day—and it will net the prudent farmer a bigger profit than his average yield of matured grain from the same fields.

It is worthy of note that in April of this year the banks of Kansas, state and national, had on deposit $201,704,679.59—a larger amount than they ever before showed. The June statements showed a total of $199,241,714.77—a gain of $22,804,000 over the June, 1912, statements. We should worry.

ʊ ʊ ʊ

ARTHUR Capper owns in the city of Topeka, a publishing plant which has cost him upwards of $400,000.

His cashier hands out $7,000 every Monday noon to meet the demands of a constantly increasing pay roll.

A big Goss, a big Cottrell and a bigger Hoe eat up between $500 and $600 in white paper every day of the year.

An editorial staff of exceptional efficiency gives days and nights to the study of the particular needs of the people in the Capper territory.

Alert young men in New York and Chicago and St. Louis and Kansas City and Omaha and Oklahoma City stand ready to transmit to the home office the advertising contracts and copy orders of

Page Three

No. 8

a modern production typographically—the dark stock is popular, and the heading type is of the style such as the leading ladies' magazines have helped into vogue. This is the third page, the other one has the modern shaded borders.

TAKE YOUR VACATION IN OCTOBER IN NEW YORK

A number of committees of New York printers are hard at work preparing a royal welcome to the printers of the country at the Twenty-eighth Annual Convention of the United Typothetae and Franklin Clubs of America, to be held at the Waldorf-Astoria Hotel, New York, October 6th, 7th and 8th.

Without conflicting with the sessions of the convention and cost congress, which are open to all, arrangements will be made for all to see the sights of the great city, the immense skyscrapers, the wonderful bridges, the art galleries, the great libraries, the splendid subway railway system, the beautiful hotels and the "great white way," as Broadway at night is called.

Committees on Hotels, Railroad Rates and Entertainment are making arrangements for all who will visit New York at convention time. It is suggested that each printing house owner take his vacation in October and visit the greatest city of the country if not of the world.

✖ ✖ ✖

COMMITTEES OF THE TWENTY-EIGHTH ANNUAL CONVENTION OF THE UNITED TYPOTHETAE AND FRANKLIN CLUBS OF AMERICA, TO BE HELD AT THE WALDORF-ASTORIA, OCTOBER 6, 7, 8, 1914.

General Committee—Frederick Alfred, Chairman; George B. Carter, Joseph Gantz, Edmund Wolcott, G. F. Kalkhoff, Charles W. Fisk, John A. Hill, J. W. Bothwell, William Green, Karl M. Schlueter, E. M. Lent.

Finance Committee—J. W. Bothwell, Chairman; Frederick Alfred, William Green, Edmund Wolcott, R. W. Smith, Robert Schalkenbach, James R. Thomson.

Advisory Committee—William Green, Chairman; John A. Hill, Theo. B. DeVinne, Edward F. R. Lent, Joseph Gantz, C. E. O'Hara, M. L. Griswold, Louis Stettiner.

Hotel Committee—G. Frederick Kalkhoff, Chairman; C. Frank Boughton, Frederick H. Levey, William E. Rudge, George R. Valentine, Ancel J. Brower, Frank F. Lisiecki, Martin Stettiner, T. A. Lenci, E. P. Lawson.

Entertainment Committee—Edmund Wolcott, Chairman; Floyd E. Wilder, John Morrison, William Darling, Frank E. Conover, H. Frank Harrison, Paul Nathan, Edward J. O'Hayer, Jr., W. A. Parker, Edwin Flower, George R. Swart, John Thomson, C. F. Ahlstrom, E. A. Kendrick, Charles Francis, C. E. Stewart.

Reception Committee—R. W. Nelson, Chairman; Gustave Lindenmeyr, C. Frank Boughton, Philip Ruxton, James Masterman, F. A. Ringler, James F. Gilbert, Herbert M. Bingham, Gustav Zeese, Raymond E. Baylis, L. A. Hornstein, Herbert L. Baker, Frank L. Montague.

Advertising and Publicity Committee—Charles G. McCoy, Chairman; C. E. Sheppard, P. S. Carpenter, Charles A. Lent, A. Stanley Graff, Edward W. Dorey, Nelson Macy, Charles W. Fisk.

Press and Credentials Committee—E. M. Lent, Chairman; C. Frank Boughton, R. H. Middleditch, Judd H. Redfield, George B. Carter, W. F. Vanden Houten, W. J. Weber, B. F. Brown, Jr., Lucius H. Biglow, George W. Green, C. E. Stewart, C. E. Hiller.

NATIONAL PRINTER JOURNALIST
DEVOTED TO THE INTERESTS OF PRINTING AND ALLIED TRADES

RAVENSWOOD STATION, CHICAGO, ILLINOIS

Entered at the Chicago Postoffice as Second-class Matter

BENJAMIN B. HERBERT - - Editor and Publisher
BENJAMIN S. HERBERT - - - - - - Associate
WM. E. HERBERT - Supt. of Mechanical Department

Official Paper of the National Editorial Association
Member Ben Franklin Club of America, Chicago Trade Press Association, Illinois Press Association, Order of Pica, New York State Press Association.

Published Monthly.

ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION

SUBSCRIPTION RATES—In the United States, Cuba and Mexico, $2.00 per year. Canada, $2.50 per year. Foreign subscriptions, $2.85 per year.

CHICAGO, JUNE, 1914

It used to be a tradition among some publishers that a newspaper should never admit that it had been in error. The reputation of infallibility in the news and editorials was considered a valuable asset, regardless of the necessity for the violation of all proper rules of ethics, consideration of the rights of others or of fairness necessary to maintain such a reputation. To admit that the paper or the editor had been wrong, mistaken or misinformed, was considered not only humiliating but as necessarily resulting in loss of prestige and confidence. If it was seen in the paper it must be true. All this was foolish. Accuracy and truthfulness in news, editorial and advertising are great assets and never more highly prized than now. "Cleanliness and accuracy, in so far as it is humanly possible," promised by Editor James Keeley, is quoted elsewhere, should "control news and advertising columns, and sanity be the governing factor in editorial treatment."

"It is human to err," and to acknowledge an error and to consent a wrong is only honest and just. A paper gives much more than it loses by making haste to right any mistake.

The following resolution adopted at the recent congress at Lawrence, Kansas, expresses the right view and suggests a wise plan for a newspaper to make known the true principles of fairness by which it is to be guided and of making good to anyone aggrieved:

"The National Newspaper Conference conducted under the auspices of the University of Kansas and the State Editorial Association recommends the establishment of a Bureau of Accuracy and Fair Play by every newspaper, similar to that outlined in the excellent paper prepared by Isaac D. White. It suggests that a paper establishing such a bureau give notice thereof at the head of its editorial page, together with a request that any person aggrieved by any item appearing in the paper shall at once make known his complaint that correction be made, if necessary. In every possible way the editor of the paper or the director of the bureau should emphasize this policy of dealing honestly and justly with all men, and of keeping the columns of the press free from intemperance of statement and exaggeration of fact."

* * *

Never before in the history of human endeavor have there been such wonderful strides taken toward the preparing men for the meeting of the requirements of the different vocations of life as in the last twenty-five years. Obligation or duty, efficiency and worthy accomplishments have come to be the watchwords of the members of every worthy calling and of none more than of newspaper-making, which has come to be recognized everywhere as servitor and conservator of all the people, in all their industries, in all their callings and in their efforts for good government and for all advancement and improvement.

On Friday of May 8th, Judge Carter, one of the ablest members of the judiciary of Illinois, in an address before the Illinois Press Association in annual session at Chicago, declared:

"The newspaper is the chief means of educating the people. In politics it is the chief educator. Its influence is powerful as to all branches of the government. The responsibility of editing a newspaper is the highest trust in a free government."

On the same day James Keeley, who, in less than twenty-five years, has won a place at the head of the newspaper profession of America, and within a decade has made the Chicago Daily Tribune one of the greatest and most model among morning dailies—while winning for himself a goodly fortune—declared that:

"The consolidated daily, made from the combination of the Chicago Record Herald and Inter Ocean, will be independent in politics and in all other phases of activity and a constructive force in Chicago and the great Central West. It will work for the upbuilding—physically, commercially, and morally—of the city in which it has its home, and in national affairs will strive to uphold the hands of those who are laboring for the welfare of the people as a whole. Cleanliness and accuracy, in so far as it is humanly possible, will control its news and advertising columns, and sanity will be the governing factor in the editorial treatment."

Dr. Washington Gladden, in his address on May 12th, at the Kansas Newspaper Conference, declared:

"I want to bear testimony, that in my frequent changes from newspaper work to the ministry, I have never had any sense of essentially changing my vocation. The minister of the church is the servant of the community. When I resigned the pastorate of the First Congregational Church in North Adams in March, 1871, and accepted a editorial position on the staff of

The Independent, I did not feel that I had forsaken a sacred calling for a secular one; the new work was just as truly the work of the ministry as the old had been.

"To generate and diffuse a sound, sweet, vigorous, generous wholesome public opinion is the way to promote and advance the reign of the Republic of God in the earth. It is the best and biggest business in which any human being can engage. It is the business of the editor and the minister—yours as much as mine, mine no less than yours."

"Is it not true that one of the deepest needs of our social life is the need of a kindlier judgment of our neighbors; the need of a disposition to see the good side of everybody? Would not a public opinion suffused with such generosity and good-will give us juster laws, a more stable social order, a more prosperous and peaceful commonwealth? And has not the newspaper a very large resposibility in securing such conditions?"

How great is the preparation necessary, in order to come up to these functions and requirements—which are but a few of the things necessary to modern newspaper-making. As an educator of the people, the newspaper curriculum is broader than that offered by the greatest university. The newspaper curriculum enlarges every day and every week with every advancement, new event or discovery. The teacher in this university of the whole people must, of necessity, be trained in the ability of acquiring correct knowledge with rapidity and accuracy. He must have quick perception, clearness of vision, deep sympathy, highly trained reasoning faculties—an active imagination, correctly developed to grasp the unseen links that bind the separate, isolated facts together for the establishing the truth and making the correct story or scientific deduction.

For twenty-six years and more, it has been the conscientious purpose of the editor of this paper, manifested by uninterrupted efforts, to furnish—with the aid of his co-workers and of the noble, progressive printers and newspaper-workers—and to bring this edcuation, this higher preparation to every editor, newspaper-maker and printer. To that end institutes and schools of journalism have been advocated and, when established, in every possible way to aid, encourage and advertise their work. All organizations of editors, publishers and printers have been given all possible help through publicity and through the making known—presenting, as fully as possible—all the instructive addresses, discussions and proceedings of the meetings. It is, just now, a matter of regret that the wonderfully able instruction given by the ablest journalists, publishers, printers, publicists, judges, lawyers, and ministers, at the recent conventions and congresses of editors and educators in journalism, during the past month, at Chicago, Illinois; Lawrence and Manhattan Kansas, and Columbia, Missouri, cannot be given in this issue of this paper. These newspaper conferences and conventions have proved wonderfully successful and deserve, for the good of the members of the craft, everywhere, the broadest possible publicity. However, the truths are eternal and their publication will be just as instructive in July as in June. We speak of these four because we were permitted to attend each and all of them. Our only regret, in the end, will be for those who are not subscribers to and readers of the Nationa Printer-Journalist, who are likely to miss the instruction that would be worth hundreds of dollars and even thousands, in the coming six months, to each and everyone of them.

* * *

Nothing is more important to the financial success of a newspaper or periodical, than that of fixing a just advertising rate—fair to the advertiser and profitable to the publisher.

In our May issue we published the able address by Mason Warner, before the Convention of the National Editorial Association at Houston, April 24th. We felt that the enumerating and giving by names, the newspapers that had been found cutting their rates, was a little rough, or as we said when the matter was brought up for discussion, at the convention of the Illinois Press Association, a little "raw," but we are now convinced that the end had in view, that of doing away with the destructive practice of cutting rates, fully justified the means used. Our feeling after the publication was that, while we did not doubt the entire good faith of Mr. Warner's statements, we had no means at hand to verify the same, and there was a possibility of misunderstanding or mistake. The statements, however, have not been questioned, and Mr. Warner has since assured us that he would gladly furnish, at any time, the full proofs on which they were based.

Mr. Warner stated in his address, from which we quote: "I did not prepare this speech until I was assured that I could name specific cases of rate-cutting. I know it may seem like an injustice to the few publishers named to select them from among the several thousand with whom we (the Snitzler Advertising Company) do business, but time forbids giving more illustrations. If I say that a certain paper in Illinois cut its rates, it does not mean as much as when I name the paper, and I hope that naming of a few newspapers here will be a warning to other publishers that sooner or later their cutting rates will become known."

It is a fact, pretty well established, that advertisers and advertiisng agents are perfectly willing to pay fair rates, but in self-protection and compelled thereto by competition, the low-

est rates at which advertising is sold must be secured. Those who cut rates injure not only themselves but all other publishers and put both advertisers and publishers to unnecessary expense and to the vexation and bother of unpleasant negotiations.

Mr. Warner's address was wholly approved by those who discussed this matter in the Illinois Press Convention.

The following letter, which we are permitted to print, shows not only approval but of how much value the publication of the address may prove to all publishers:

May 19, 1914.

Mr. Mason Warner, Snitzler Advertising Company,
Chicago, Ill.

Dear Sir:—With eyes that began to pop out at the expose part of your address on "The Large Advertiser and the Small Newspaper," given at the annual meeting of the National Editorial Association at Houston, Texas, and with various slaps on the leg by way of expression of pleasure and appreciation, I have just finished reading your address as published in the May number of the National Printer-Journalist. Its frankness is splendid; its lesson will, I believe, be very helpful to many country newspaper men, and thus to the advertising agencies.

Your cordial commendation of the American Press Advertising department is generous and deserved. Very great saving of time and trouble will come to advertising agencies and their clients if the American Press Association Advertising department develops into a national clearing house for advertising orders for country papers, and membership therein by a country newspaper be proof positive that the advertising rate of that paper is stable and just what it purports to be.

The Press is a member of the Associated Nebraska Newspapers, an organization designated to aid the work of the American Press Association Advertising Department and in which purpose it is making some headway. Its secretary, Mr. C. C. John, Grand Island, is also secretary of the Nebraska Editorial Association, and is an efficient and industrious worker in the cause of one rate to all and that a fair one to publishers and patron.

In a letter to the American Press Association Advertising department some months ago, I suggested that additional value to membership in it by a country newspaper would accrue and additional d'gnity to the department would result if after due notice and warning publication be made by names of papers that cut rates after entering into cotract to stick to them, and that as penalty for second offense the offending papers be dropped from the list of membership in the department.

Another thought is suggested by your address, that advertising agencies co-operate with the American Press Association Advertising Department by furnishing it information as to the papers that cut rates. Such co-operation announced by the American Press Association, without naming the agencies, would no doubt clear a lot of atmosphere.

With this I am sending you a copy of The Press, and have marked an ad on sixth page that may interest you, also copy of The Press of another date with another ad marked.

Very truly yours,

C. F. CLARK.

NEWSPAPER SERVICE

For twenty-six years the National Printer-Journalist, and its editor for thirty years in addresses before editorial associations, have urged the rendering of service to newspaper subscribers and to the different communities and constituencies, county, state and national, outside of merely giving the news of current events. It is gratifying now to realize that such services, along unnumbered lines, have come to be urged and practiced by the best and most successful newspaper-makers throughout the Nation. As shown, elsewhere, Editor Keeley of the combined great dailies, the Record-Herald and the Inter Ocean, puts service first, as a constructive force in Chicago and the great Central West "and the work for the upbuilding—physically, mentally and morally"—as the policy of the paper worthy of mention—the giving of the news to be taken as for granted.

Ex-Governor W. D. Hoard of Ft. Atkinson, Wisconsin, as newspaper-maker, has done more than has any other one man for building up the dairy and other agricultural interests of Wiscosin and of the Central Northwest, and he has not ceased from this valuable service. He has, in connection with his publications, offered $300 in prizes for a contest of top-notch farmers of Wisconsin. The farmer who has shown the Wisconsin Farm Management Contest, that his farm is paying a per annual income of $2,000 or more as the result of his good management, has qualified, has established the right to enter the list as a top-notcher. Thirty-four farmers have so qualified, and ten of these men are graduates of the Wisconsin College of Agriculture. Here is a hint to editors and publishers in other states.

Along this same line of ways of practical service, it was a great pleasure to the editor of this paper to have the opportunity to hear and to commend the address of Frank Lee Roy Blanchard, editor of the Editor and Publisher, delivered first before the Kansas and then before the Missouri School of Journalism Newspaper Congress, in which he said:

"The public looks to you, not only for the news, but it expects you to take the initiative in briging about such improvements as the growth of the town demands. The editors, because of the very nature of the business in which they are engaged, must keep an eye on what is going on and take the lead in all movements for civic betterment. They are expected to point out the town's needs and show the way to their fulfillment.

Necessary Preparation.

As the responsibility of the town's progress is, by general consent, placed on your shoulders, gentlemen, because you are the editor of its pricipal paper, it is up to you to make good. If you have neither the talent nor the inclination to fill the position assigned you, you should, without delay, sell your paper and seek an occupation that is less exacting and more nearly suited to your capacity. If you have the inclination but are somewhat doubtful as to your ability to do what is expected of you, because of your lack of knowledge of civic affairs, put in your evenings in study, get hold of a few good good books on the subject and master their contents. Find out what other towns are doing toward self-government. Read your exchanges carefully. Get copies of reports issued by the more progressive towns in your own and other statess, and note how far and for what they spend their money."

BUSINESS MANAGEMENT

ED. E. SHEASGREEN, *Editor*, 1603 MONADNOCK BLOCK, CHICAGO, ILL.

[By reason of his work and interest in the installation of proper, practical cost-finding systems, Mr. Sheasgreen has kindly consented to answer all questions with regard thereto, sent in by those needing information or advice. Address him as above.]

The Beginning of What

(A True Incident)

THE Secretary was busy calling members by phone to be sure and attend the estimating class that evening. The office door opened and in stepped a youth some twenty-three or twenty-four years old. The Secretary asked what was wanted and the young man answered that he was out for cost information.

"Printer?" asked the Secretary.

"Sure, been at the case for a good many years—about seven."

"Putting in a big plant?"

"N-n-no, not a very large one."

"Cylinder?"

"No, just a job press and some type."

The phone rang and the Secretary pushed a 6 x 9 4-ply card, coated one side and run in display type, two colors, to the young man to make an estimate, the run to be for one thousand.

For twenty minutes the young man was busy, then said, "Six dollars for the job just as it stands."

"That's a good price—a pretty LOW price. How do you figure it that way?" asked the interested Secretary.

"Why, I guess I could get the stock for about one dollar. The composition would take me about an hour, that would be sixty cents—double my wages. The job could be run in an hour, easy. That would be another seventy-five cents—and the rest would be profit."

"You say you are going to put in a small plant—is it to go in at your home?" asked the Secretary.

"Well, not exactly, but you see I may do that, for I can hold down my present position and do the job work evenings."

"Yes, that's quite a scheme. Now as to this job. Let us say the cost of the stock you have guessed right. Can you set the job in one hour?"

"Sure I can!"

"Two forms, and lock them up?"

"Well, the lock up is in the composition." After some talk, the young man agreed that it would take two hours and one-half with composition at $1.30 an hour; this made the composition cost $3.25.

"Now, the press-work. Can you make ready, run a thousand, have a change of forms, a wash up, a new make-ready and run ANOTHER thousand impressions in an hour's time?"

"Well it does look a little close, but I THINK I could," answered the boy, twisting about in his chair.

"See here, that make-ready will take you all of fifteen minutes, the running of the first form an hour and fifteen minutes. The wash-up and second make-ready will consume another twenty-five minutes and the second running another hour and fifteen minutes—a total of about three hours and ten minutes. If you had the best of luck you might do this work in two hours and a half. But jobs go wrong, many times the unexpected happens, and so we had better figure safe by saying three hours and ten minutes is our limit for press-work, or about two dollars and twenty-five cents. You didn't figure ink, how about that?"

"Why, well, that is such a small item, it could come from the profit."

"It is our estimate that for the class of ink that must go on that job, your profits would be reduced about sixty cents. This estimate we find is small with what would be wasted in washing up, and used in the running. That puts sixty cents more into the cost of the job. How about the cutting of the stock—how did you figure that?"

"Well, that would come from the profit, too."

"Yes, this 'coming from the profit' business is what is putting the printing and many other lines on the rocks. If you cut the stock it would cost you about twenty-five cents—and about the

same if you had it cut by outside parties. So you must add another twenty-five cents to the COST of our job—COST, mind you. This job has to be wrapped and delivered—how much for that."

The young man had now arrived at a point where he felt he did not know a thing about the printing BUSINESS, even though he had "worked at the case" for many long years. But he braved the ordeal and guessed another twenty-five cents.

"Yes, that might cover it," answered the Secretary, "and we will let it go at that—now here are the figures:

Stock, your guess	$1.00
Composition	2.00
Lock-up	.25
Two Make Readys	.50
One Wash-up	.25
2,000 Impressions	2.50
Ink—two kinds	.60
Cutting Stock	.25
Wrapping and Delivering	.25
Total cost of the job	$7.60, and

you would have SOLD it for $6.00!"

The Secretary smiled for a moment, then continued—"Now add about 25 per cent for profit and you have what the job is worth to you, and to the consumer. If you knew how to give quality you should get $9.50. If you do not know how to give quality any better than you know how to estimate, well, take my advice, and do not engage in the business now. If you do you will surely go broke, and such tragedies are severe body blows. Sometimes men do not rally from them, but go down and out for good and all."

Then followed a short talk about the estimating class and the other uplift work the club was doing in that great city. When the young man left, he had LEARNED MORE about what it means to be a BUSINESS man than he had ever before imagined in all his life.

And some men say that printers' organizations work does not count—that to belong to a Ben Franklin or some other printers' club is all waste money!

But, if a man begins in these days, without a proper knowledge of COST—then what?

A New Way to Figure Wages

On Sunday, April 20th, Mr. E. E. Sheasgreen gave a stereopticon lecture on "The Profitable Wage," before Chicago Typographical Union No. 16, at Bricklayer's Hall. Over 600 were present to listen to this, the first lecture given on a "profitable wage."

In beginning his lecture, the speaker said he would talk to the body as business men, and not so much as members of organized labor, and then outlined the few simple laws that govern and enter into the science of business. He showed that capital is invested in four grand divisions—the human machine, land and buildings, tools, office and machinery equipments, and commercial investments. It was shown that society knows full well, or at least assumes to know, what the cost of men-made things are, but as to what the cost of the human machine is, is ignorant. It was explained that capital invested in human machines should be returned to the workers in the shape of replacement and interest funds, the same as in men-made things, and that with these items must return all expenses of living that the individual or a family meet. When all these items are taken in to account, and the total number of hours that are worked by a man, or a group of men are known, and these are divided into the total cost, then we have the cost of producing labor. Forms were shown that when used would do for the individual, or a group of men, just what cost systems are doing for manufacturers.

The forms are made up of a time sheet for the month, an expense record sheet, and a monthly summary sheet on which the final records are made. The forms correspond to those used by Mr. Sheasgreen's Company in their cost work in manufacturing plants.

The whole theory of this new way of looking at the wage question, is presented in a very recent book on The Profitable Wage by Mr. Sheasgreen which sells for $2.00. For the past eight years he has been studying this question from the standpoint of the investment in the human machine, just as he has been studying the cost of man-made—commodities. This is an entirely new way of looking at the wage question, and one that should give many interesting and startling angles to this all-absorbing problem.

Mr. Sheasgreen, who has speaking engagements in all parts of the country, before manufacturers' associations, and commercial bodies, expects that many labor organizations will have him deliver lectures on the "Profitable Wage," at local union meetings, as well as before their national meetings, when they begin to understand what the "profitable wage" means.

NEWSPAPERS ARE PART OF PRESENT-DAY PROBLEM

Editing and Publishing Inextricably Bound Up with Big Issues Now Before Nation, declares Prof. W. G. Bleyer, at Pittsburgh.

"The problems growing out of the editing and publishing of newspapers is only a part of the big problems of finance, industrial conditions, and the trusts which this country is now trying to solve," said Prof. Willard G. Bleyer, head of the course in journalism at the University of Wisconsin, in speaking to the students of the University of Pittsburgh.

"Business men of the community as organized in Chambers of Commerce, merchants' associations, citizens' alliances, are the men that appeal most often to news-

Exhibit of J. M. Huber, at the New York Graphic Arts Exposition,

paper editors to suppress important news because the publication of unfavorable news concerning the community, they say, will hurt business. News of strikes, labor troubles, epidemics, and business depression undoubtedly does affect the business interest of the community unfavorably, but the suppression of news of such matters deprives citizens and voters of the information necessary before they can take steps to remedy the conditions of which these things are the results.

"When, as was recently the case in a city in the middle west, the merchants' association passed a resolution not to advertise in any newspaper that printed details of a strike then in progress, it was using a club to compel papers to suppress news that citizens, voters and taxpayers had a right to know. The same is true of those organizations in Colorado that urged newspaper editors throughout the country to 'put the soft pedal' on news concerning coal strike disorders in that state during last month.

"Advertisers, financial interests back of advertisers, banks that withhold credit from newspapers that insist on printing all the news, and from advertisers that patronize fearless, independent newspapers are the real factors in the problem of suppressing and coloring the news.

"Since news as printed in newspapers is practically the only source of information for the average citizen and voter, the suppression of news is a menace to our democracy."

"See Straight, Think Straight, be Straight."

Prof. W. G. Bleyer of the University of Wisconsin, gave college editors advice as to How to Profit by Their Work:

"Work on college papers to be worth while should teach students to see straight, to think straight, and to be straight," said Prof. Willard G. Bleyer, head of the Course in Journalism at the University of Wisconsin, in addressing the school and college editors at their second annual meeting at the University of Pittsburgh.

""Reporting athletic contests and other events in college life for college publications should teach students to see things accurately and to report them accurately," he continued. "In this respect work on college papers does not differ in its essential features from reporting on regular newspapers. Accuracy in getting the facts and accuracy in writing news stories are essential for good reporting, whether on a college paper or a newspaper."

"Editorial comments in college papers are generally read by undergraduates to a much greater extent than are editorials in regular newspapers by their readers, so that the college editor has a greater incentive to write editorials for the sake of the influence that they have on the opinions of his fellow students. The writing of editorials and of criticism, dramatic and literary, for college papers, should teach students to think straight.

"The business affairs of college papers should be conducted in a businesslike manner by students' managers. Service should be rendered to advertisers and advertisements should not be regarded as gifts from which little or no return can be expected. Vouchers for all expenditures, monthly statements of the condition of the business management, accurate booking, and regular audits of accounts should teach students to be straight in business matters."

* * *

INFLUENCE TO BE MADE IMMORTAL IN IOWA'S HISTORY FILES

Historical Department of Iowa, Edgar R. Harlan, Curator.

My Dear Mr. Herbert:—I want to apologize for overlooinkg your prior communication, and to acknowledge receipt of your circular of May 7th. I read the sentiment in it just the same as you send it, and from my viewpoint it looks to me just like this:

The file of your paper which comes here is neatly bound, indexed, catalogued, and placed upon shelves, made of steel, in a fireproof building, and regardless of what may be done with your poor decaying body, your spirit will be living and working here.

Sincerely yours,

E. R. HARLAN.

ORGANIZATION OF NEW SCHOOL OF JOURNALISM COMPLETED

The Western Reserve University of Celeveland, Ohio, has Able Faculty of Instructors.

Practical newspaper men of recognized reputation from Cleveland and Columbus have been selected, to complete the faculty of instruction in the Sschool of Journalism, Western Reserve University, which begins its work next September under the direction of the recently appointed Dean, Harry F. Harrington, who has been head of the courses in Journalism at the Ohio State University.

As announced by President Charles F. Thwing the appointments are: Benjamin Karr, chief editorial writer of the Cleveland Leader; Erie C. Hopwood, managing editor of the Cleveland Plain Dealer; George Smart- editor of the Iron Trade Review, Cleveland, formerly in newspaper work at Cincinnati, Columbus and Washington; Theodore T. Frankenberg, staff of the Ohio State Journal, and James Harrison Donahey, cartoonist of the Cleveland Plain Dealer. These men will direct a practical newspaper plant. Students who enter the School of Journalism will be given an intensive course of practical and theoretical work which it is believed will turn

One of the Group of Exhibits by the American Type Founders Company at the New York Graphic Arts Exposition, Showing the New Kelley Press.

them out ready for active newspaper service anywhere in the United Sttes.

Benjamin Karr, for many years the chief editorial writer of the Cleveland Leader, is appointed Lecturer in Editorial Writing. His early newspaper work began in 1881, included brief experience on the financial (market) page, at the telegraph desk and in reading exchanges. He has been a contributor to various magazines and other periodicals.

Eric Clark Hopwood, managing editor of the Plain Dealer, is appointed Lecturer in Journalism. He is a graduate of Western Reserve in the class of 1901. As an undergraduate he filled positions on the Ashtabula (Ohio) Record, Iron Trade Review, Cleveland Recorder and Cleveland World. Following graduation from college, he was principal of the Middletown (Ohio) High School for one year. Since 1902 he has been connected with the Plain Dealer, as day police reporter, reporter, assistant city editor, city editor, night editor and managing editor. He has done considerable writing for other newspapers and magazines.

George Smart is appointed Lecturer in Journalism. He has had a varied newspaper career in point of communities and newspapers served. He has been telegraph editor of the Cincinnati Enquirer, reporter, city editor and Washington correspondent for the Cleveland Plain Dealer, news editor and editorial writer for the Columbus Citizen, managing editor, and finally editor-in-chief of the Iron Trade Review in Cleveland. While he has specialized in trade journal work in recent years, his success at present is largely attributed to the broad foundation and experience secured under recognized leaders in his earlier years.

Theodore T. Frankenberg is appointed Instructor in Journalism. He comes to the School from the staff of the Ohio State Journal, one of the oldest and best established newspapers in the Middle West, where he has been a staff writer for the past ten years. By reason of the variety of his experience, he has filled practically every position in the editorial department. In addition to his work on the State Journal he was five years dramatic critic of the Columbus Citizen, assistant telegraph editor of the Columbus Dispatch during the Spanish-American War, and for a short period managing editor of the Toledo Times.

James H. Donahey is appointed Lecturer in Cartooning and Caricature. His cartoons are among the best known features of the Cleveland Plain Dealer. Mr. Donahey came to Cleveland eighteen years ago from West Chester, where he had been a printer. Even as a boy he had shown an inclination to draw. Before receiving instruction in art, he became cartoonist on the Cleveland World when he was only twenty. The wide popularity of his cartoons in that publication brought an invitation to join the staff of the Plain Dealer, where he has remained, despite flattering offers from the East. Mr. Donahey has been cartoonist on the Plain Dealer for the past fifteen years. In addition to his work there he has for years been instructor in the Cleveland School of Art and has drawn extensively for magazines and other publications.

Professor Clayton King Fauver of the School of Law, Western Reserve University, is appointed Lecturer in Laws of the Press.

Announcements of the specific courses offered by the School will be made shortly.

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The demand throughout the South for Stanley Process Type Metals has grown to such an extent that the manufacturers, The Syracuse Smelting Works of Brooklyn, N. Y., have found it necessary to open a branch warehouse in Atlanta.

As an evidence of the anticipated demand, four carloads of Stanley Process Type Metal make up the first shipment from the factory, and more is to follow.

The office at 127 Marietta Street is in charge of Cliff C. Wing, who enjoys considerable popularity among the printing element in the South.

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Mrs. Elizabeth Merriweather Gilmer (Dorothy Dix), special writer on the New York Evening Journal; Mrs. Emily Newell Blair, of Carthage, Mo., president of the Missouri Women's Press Association; Mrs. Maude Radford Warren of Chicago, author of "The Main Road," and numerous magazine stories; Mrs. Mary E. Hart, of Skagway, Alaska, vice-president of the Pacific Coast Women's Press Association, and associate editor of the Woman Citizen, and Miss Katherine Richardson, special writer on the new St. Louis Star, have been elected honorary members of Alpha Sigma Epsilon, an honorary journalism sorority of the University of Missouri. An initiation luncheon was given for them in Columbia, Mo., Tuesday of Journalism Week.

REVIEW OF JOB PRINTING

Address All Communications to E. S. HANSON, 538 S. Dearborn Street, Chicago

JUNE is the month when printers have brightened up their educational ideas and have seen that the cut of the lamp of learning was handily used. It is the month when commencement invitations and programs are produced. There is, to be honest about it, not always even a fair profit to be made on Commencement work; for in some cases the graduates themselves have to foot the bills, just at a time when many of them are stretching their resources to the limit to tide them over to the time when they will begin to be earning something; and if the school board pays for the work, the appropriation is not usually made to cover all the frills which are considered necessary by the students for such an occasion. But it is probably worth while to do the work anyway, and do it in a way to get the good will of these same graduates; for a number of them will be settling down in the home town and will ultimately develop into profitable customers.

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I am taking much delight in a set of prints sent in by Mr. J. W. Allison, managing director of the Polychromide Studios, New York. These are reproductions of some of the mural paintings by Violet Oakley in the Pennsylvania state capitol at Harrisburg, made as a Sunday supplement to the Philadelphia Public Ledger, and it is stated that they are the first newspaper color reproductions made by the aid of the polychromide camera.

The work of photographing the paintings was done under the direction of Mr. Allison. It was necessary for him to devise special ways and means for the successful accomplishment of this work. Upon a trip to Harrisburg and an examination of the conditions under which the work was to be done, it was found that the diffuse light in the chamber, while it brought out the full rich tones of the paintings to the eye, was inadequate to the task of making color separation negatives.

It was found in Mr. Allison's preliminary experiments under existing conditions an exposure of six hours would be necessary to get even a mediocre result. As this long exposure was impractical, Mr. Allison called into play a new form of arc lamp, giving a light approximating daylight and of 5,000 candle power intensity. These lamps were mounted on each side of the painting to be photographed and an exposure of twelve minutes gave satisfactory results. All of the beautiful details of the drawing and the colors were satisfactorily recorded, and the concentrated light of the arc lamps brought out the minutest differences in the drawing and color.

In order to make color separations under these conditions it was necessary to use a new separation camera, an Engilish invention known as the Polychromide Camera. This camera makes all three separation plates at one exposure, each one of the three plates registering one of the primary colors, and when turned over to the engraver forms a color separation set, the results from which, when combined, give the pictures in all their natural colors. Without the use of this camera these pictures would be absolutely impossible, as by the old method the separation would have to be made one at a time, and as these pictures were made from a scaffolding constructed of numerous stepladders, it would be impossible to make three pictures without moving the camera, which, of course, would prevent registration.

After the separation negatives were made, a color keyplate was made on a small autochrome plate, which registers on the one plate all the natural colors of the original and is viewed as a transparency. This plate was used as a guide by the engraver and printer to check up the final result, and here, too, difficulty was experienced because of the lack of proper illumination. To overcome this Mr. Allison used a special flash powder made by himself, together with a compensating screen which transform the artificial light into daylight, as far as photographic purposes are concerned. These

smaller plates were made in one-thirtieth of a second by the flashlight.

It is doubtful if a more difficult task has ever been given to a photographer, and the superb results shown in the finished productions are a credit to modern photographic science.

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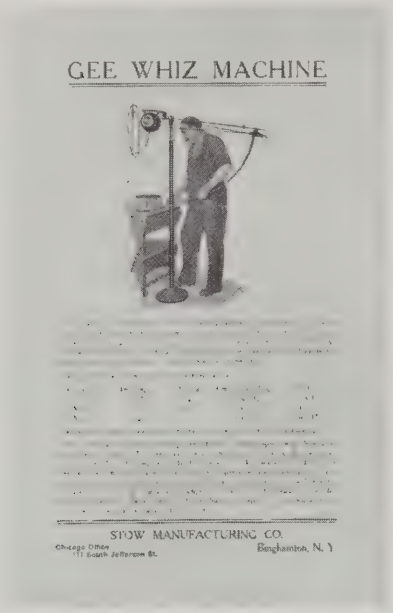
The loose-leaf idea for catalogues is becoming more popular every day. It is the height of efficiency for both manufacturer and pur-


GEE WHIZ MACHINE

STOW MANUFACTURING CO.

chaser, to have new products described on sheets such as is here shown, these to be sent out and inserted in covers which the customer already has.

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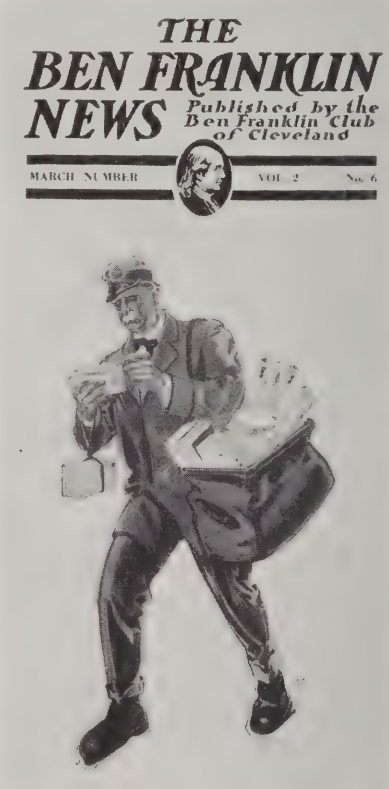
The Ben Franklin Club of Cleveland publishes a little organ, The Ben Franklin News, the cover of which is designed to suggest The Saturday Evening Post in miniature. If the style of another publication is to be adapted at all, it may be said to be peculiarly fitting in this case, since the Post was founded by Benjamin Franklin. In the body of the little organ-let I find a very timely and forceful article under the heading, "Why Donate Dummies?" which is lifted out bodily and here given:

Ten or more printing firms figured on one job in the city of Cleveland some time last month and each firm submitted a dummy, which cost them, respectively from thirty-five to sixty dollars. This, of course, is nothing startling, and nothing new, for that matter; printers have been doing this sort of thing for years past, and customers have come to expect these donations on the part of the printer as their due. There is, however, in this commonplace instance, a point worthy of consideration upon the part of the printer, at least. The first question which arises is, how large a donation of both your time, labor and material can you afford to make the buyer of printing? Take, for example, this particular instance: Ten firms submitted dummies at an average cost of fifty dollars, total cost of dummies, five hundred dollars. A nice Christmas present, wasn't it? Who's going to pay for this? If the printer operates a cost system and takes proper care of his "overhead," it is safe to assume that the general public will have to stand the racket; if not, then it's an even bet that the printer will. Neither of these alternatives is satisfactory, because in either case the real beneficiary pays for but a small share of his benefits received.

The man who gives you his work outright and the man who is decent about the competition he invites and asks bids from only two or three; they bear the burden equally with the man who gets a dozen bids with dummies from every bidder.

Let us call your attention to a condition which has prevailed for years past in the building trades of the country of Holland. When a contractor is asked to figure on a job, he is paid for his time spent in estimating. If


THE BEN FRANKLIN NEWS
Published by the Ben Franklin Club of Cleveland
MARCH NUMBER VOL. 2 No. 6

he is the fortunate bidder, the time spent in estimating is considered as part of the job and handled accordingly, but all other bidders are paid by the owner for their time spent in estimating. This is no more than fair to all concerned. It places upon the shoulders of the owner the responsibility of paying for all services rendered him and does not throw that burden upon the shoulders of others.

Don't you think it about time that printers received payment at least for the dummies they submit and that payment should be made by the man who requests them? Think it over.

I have reproduced this, not because I coincide fully with the views expressed, but because I believe there is much of truth in them, and they are stated in an interesting and forcible way. I have occasion quite frequently to know the details of large pieces of construction work taken by contract, and am quite familiar

with the method of procedure in such matters in this country. It is about as follows: Bids are advertised for publicly, and any contractor who thinks he can, if he gets the contract, satisfy the parties that he can do the work, is welcome to bid. But in order to do so intelligently he in most cases must visit the site of the work, which may be several hundred miles away. On this trip he very likely takes at least one expert estimator with him, paying the entire expense of the trip. He even in many cases is required to pay for the blue prints and specifications furnished him by the engineer, which he must have in order to learn of the nature of the work, the details, and the conditions imposed. Then, as each such job is usually a little different from every other of the same general type, he must devise means for its economical execution and get bids from manufacturers for the equipment and materials required. With all this data in hand, he goes to work with his engineers, estimators and draftsmen and makes up his bid. Another thing: If a work of this kind is advertised and fewer than four bids are presented, there is likely to be a feeling that there may be some collusion among the contractors and that perhaps the prices are not as low as they should be. From four they may run up to twenty or more in some cases. But suppose we say that four is the average; in other words, that there are four bids presented on every job. Only one bidder gets the work, so that when averaged up it will be seen that a contractor must make up and submit four bids in order to get one job.

While I realize fully that there are evils attending the promiscuous preparation of dummies on the part of printers, I believe that it is not a wholly unmixed evil. I feel confident, for one thing, that it helps to stimulate a demand for printing of the better sort—that it is at least partially justifiable from an advertising standpoint as swelling the sum total of printing business.

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It was stated recently in one of the house organs that only one printer in a hundred is in the service class, and that the other ninety-nine seek business by quoting a low price. I hope that isn't so. The one thing which has kept up my interest in this department for the past several years has been the hope that I might do some little thing toward helping printers to improve the quality of their work. I have a great many other things pressing for attention all the time, but this I want to do at all events. This department for this month is being written on trains and in hotel rooms as I find a few moments of spare time; but the letters of commendation which come in from readers impel me to keep up the work as long as the publishers see fit to let me have the space.

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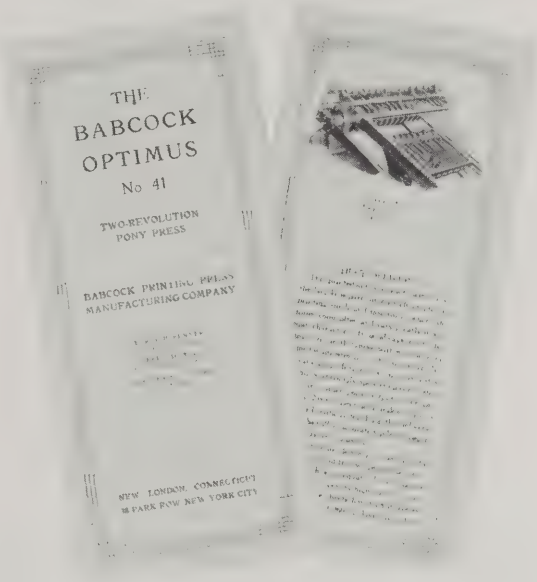
Of course the presswork must be faultless on matter which goes out to advertise the Babcock Optimus, or any other printing press. But these people have a persistent habit, also, of



getting next to some of the very best designers and compositors when they take a notion to get out a piece of printed matter. The pages here shown will confirm my statement better than anything I might say further.

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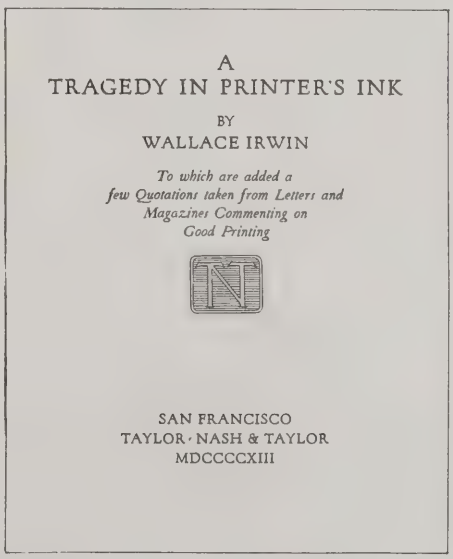
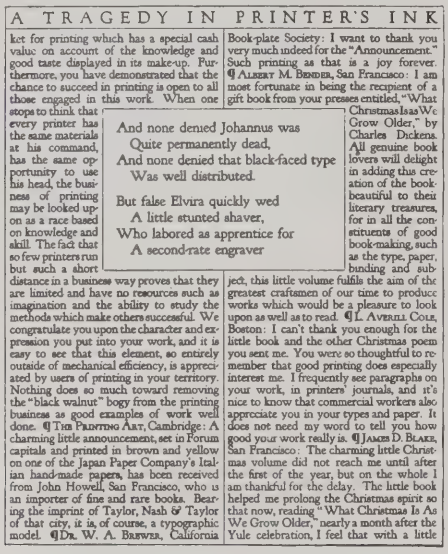
Here is something which is really worthy of


A
TRAGEDY IN PRINTER'S INK
BY
WALLACE IRWIN
To which are added a few Quotations taken from Letters and Magazines Commenting on Good Printing
SAN FRANCISCO
TAYLOR·NASH & TAYLOR
MDCCCCXIII

Mr. Woodworth's literary ability, and should have gone to his department; but it reached me

first and I cannot resist the opportunity to comment upon it. It is a booklet sent out by Taylor, Nash & Taylor of San Francisco, and designed primarily to boost their printing business. The main feature of the book, and the one which gives it its title, is a poem by Wallace Irwin, entitled, "A Tragedy in Printer's Ink." Nearly every one reads Mr. Irwin's stuff in the magazines and knows that it has a punch to it. So has this poem. I have not asked any-



A TRAGEDY IN PRINTER'S INK

ket for printing which has a special cash value on account of the knowledge and good taste displayed in its make-up. Furthermore, you have demonstrated that the chance to succeed in printing is open to all those engaged in this work. When one stops to think that every printer has the same materials at his command, has the same opportunity to use his head, the business of printing may be looked upon as a race based on knowledge and skill. The fact that so few printers run but such a short distance in a business way proves that they are limited and have no resources such as imagination and the ability to study the methods which make others successful. We congratulate you upon the character and expression you put into your work, and it is easy to see that this element, so entirely outside of mechanical efficiency, is appreciated by users of printing in your territory. Nothing does so much toward removing the "black walnut" bogy from the printing business as good examples of work well done. ¶ The Printing Art, Cambridge: A charming little announcement, set in Forum capitals and printed in brown and yellow on one of the Japan Paper Company's Italian hand-made papers, has been received from John Howell, San Francisco, who is an importer of fine and rare books. Bearing the imprint of Taylor, Nash & Taylor of that city, it is, of course, a typographic model. ¶ Dr. W. A. Brewer, California Book-plate Society: I want to thank you very much indeed for the "Announcement." Such printing as that is a joy forever. ¶ Albert M. Bender, San Francisco: I am most fortunate in being the recipient of a gift book from your presses entitled, "What Christmas Is as We Grow Older," by Charles Dickens. All genuine book lovers will delight in adding this creation of the book beautiful to their literary treasures, for in all the constituents of good book-making, such as the type, paper, binding and subject, this little volume fulfils the aim of the greatest craftsmen of our time to produce works which would be a pleasure to look upon as well as to read. ¶ L. Averill Cole, Boston: I can't thank you enough for the little book and the other Christmas poem you sent me. You were so thoughtful to remember that good printing does especially interest me. I frequently see paragraphs on your work, in printers' journals, and it's nice to know that commercial workers also appreciate you in your types and paper. It does not need my word to tell you how good your work really is. ¶ James D. Blake, San Francisco: The charming little Christmas volume did not reach me until after the first of the year, but on the whole I am thankful for the delay. The little book helped me prolong the Christmas spirit so that now, reading "What Christmas Is As We Grow Older," nearly a month after the Yule celebration, I feel that with a little

And none denied Johannus was
Quite permanently dead,
And none denied that black-faced type
Was well distributed.

But false Elvira quickly wed
A little stunted shaver,
Who labored as apprentice for
A second-rate engraver

one's permission to reproduce the poem in full; but as the copyright is held by Taylor, Nash & Taylor, and as the object of the book as aforestated is to gain publicity, I am sure there will be no objection to giving the readers of the department the benefit of this inimitable piece of print-shop foolery; so here it is:

A Tragedy in Printer's Ink.

Johannus was a printer man
Well set from A to Z,
But much besmear'd with printer's ink,
A black-faced type was he.

And well he loved a queenly maid,
The fair Elvira Green,
As beautiful a Roman type
As ever there was seen.

So poor Johannus' passion raged
Tempestuous as a storm,
Whene'er he saw his lady love's
Divinely printed form.

But when the heartless maiden viewed
Johannus' love-lorn fix,
She quickly took his measure and
Was crosser than two sticks.

"Elvira fair," the swain began,
Poetic from the start,
"Your sacred name in upper case
Is graven on my heart;

"I work my galleys like a slave
Who bitter chains endures,
But as I labor at my forms
I see no form but yours."

"Correct your errors, sir," she said,
The while she held aloof,
"If you would prove the things you say,
Then let me read the proof."

"No proof have I," Johannus cried,
"Because my hot distress
Has melted all my metal down
Before it went to press."

"Nay, nay, I know my P's and Q's,"
The haughty maid replied;
"Methinks you've dropped a paragraph
Or that your reason's pied.

"No Printer's Union can compel—
Thou ink-bespattered squinter—
An independent maid like me
To union with a printer."

"Thou thinkest me a scab," he gasped,
And groaned an inky groan;
"Beware the day thou see'st my form
Stone-dead upon the stone!"

So straight he took a benzine can
(In lieu of dynamite)
And blew his wretched form into
A million fragments quite.

And none denied Johannus was
Quite permanently dead,
And none denied that black-faced type
Was well distributed.

But false Elvira quickly wed
A little stunted shaver,
Who labored as apprentice for
A second-rate engraver.

Yet when he printed on her brow
His zincotype caress,
The kiss-and-squeeze were, after all,
No more than printing-press.

And those who saw the couple wed,
E'en to this day declare
Their marriage was from first to last
The stereotyped affair.

A sample page will serve to show the style of the booklet, with two stanzas of the poem on each page, and the space around it filled with excerpts from various sources regarding the excellent quality of the printing being executed by Taylor, Nash & Taylor. The general Old Style design followed throughout is in keeping with the highly impassioned roman-

ticism of the poem itself. The stock is Old Berkshire white laid. The type matter is printed in black, with the rule border in Dres-

den blue to match the antique cover stock. The paragraph marks are in red.

✧ ✧

The very next thing I pick up is a letter from our friend Lorentz, showing how he is using some of the matter from this department to boost his own game.

Buckhannon, W. Va., March 4, 1914.

Mr. E. S. Hanson,
Chicago.

Dear Sir:—I had intended writing much sooner and thanking you for the extremely nice write-up accorded me in the February Journalist, but will ask you to pardon delay and to accept my sincere thanks now.

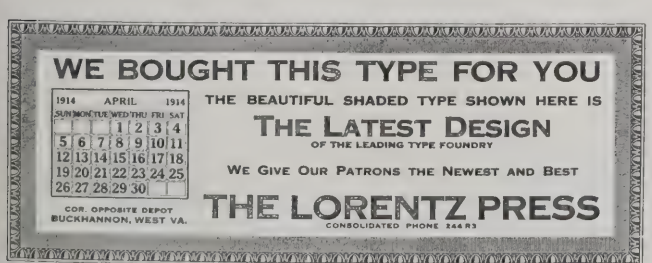
I am today ordering the cut reproducing some of my holiday work, and with your permission will print a number of copies of the article referred to and send out to patrons and prospects. I feel sure that it will prove profitable publicity, and in this manner I can reach many more people than I could afford to do, by ordering copies mailed direct.

I was much pleased when you resumed your work in the Journalist, and trust you may long continue to aid and encourage the printers of the country.

With best wishes, I remain,

Very truly yours,
P. H. LORENTZ.

Yes, you surely have our permission. Anything we can do to increase the helpfulness of


WE BOUGHT THIS TYPE FOR YOU
1914 APRIL 1914
SUN MON TUE WED THU FRI SAT
1 2 3 4
5 6 7 8 9 10 11
12 13 14 15 16 17 18
19 20 21 22 23 24 25
26 27 28 29 30
COR. OPPOSITE DEPOT
BUCKHANNON, WEST VA.
THE BEAUTIFUL SHADED TYPE SHOWN HERE IS
THE LATEST DESIGN
OF THE LEADING TYPE FOUNDRY
WE GIVE OUR PATRONS THE NEWEST AND BEST
THE LORENTZ PRESS
CONSOLIDATED PHONE 244 R3

the department is done gladly. This letter should have been acknowledged personally; but, goodness! how we all neglect a lot of things! The blotter which came with the letter is both good copy and good printing.

✧ ✧

Another letter which I have read with much interest is from the printers in the state penitentiary down at Huntsville, Texas.

March 29, 1914.

Mr. E. S. Hanson,
Chicago.

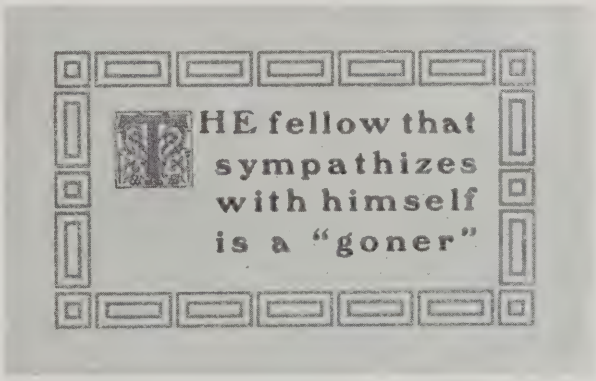
As the boys all like your N. P.-J., fine here, we thought we'd tell you, only two of us here, one a "lifer," the other a "short-termer."

Our rollers are just about three years old, and before we got hold of the shop it was run only by fellows who said they "used to set type." Perhaps we'll get some if new subscribers show up. Did I send you one of our last magazines? A few "inspirations" are enclosed, and you will get The Monitor, too, from now on.

With best wishes,
THE MONITOR FORCE,
"The Boys Behind the Walls."

P. S.—We are going to buy new Cheltenham wide 10 pt and Cheltenham Shaded, 36, 24, and 18, and it will be my ambition to produce the classiest prison paper in the United States. Of course, the new rollers will be the main thing.

I am showing one of the cards which came with this letter. Another piece of work which

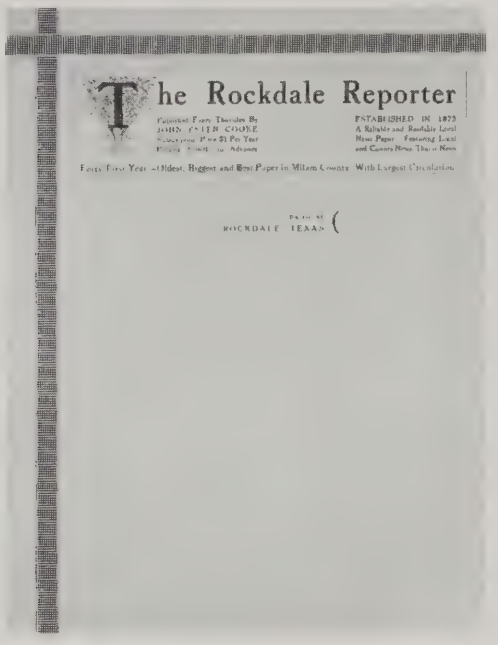


accompanied it was a little booklet reproducing some things which were said about this shop and its publication in the National Printer-Journalist some months ago.

✧ ✧

A careful study of much of the printing sent out by the Dexter Folder Company during the past several years, has given me a keen appreciation of their "Power to Produce Results," so that it seems to me eminently fitting that the latest piece of publicity from this house should bear this title, even though it refers more particularly to the product than to the organization back of it. But after all, it is the organization that makes the product what it is, so in the last analysis it is all the same. At any rate, this is a forceful, well done piece of printing, as usual.

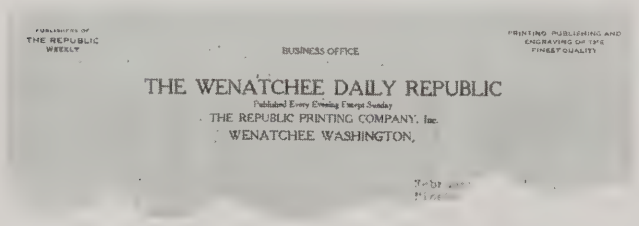
This letterhead is by Robert E. Crane, foreman on the Rockdale Reporter, Rockdale, Texas. It is in Bismarck brown, red and yel-


The Rockdale Reporter

low, making not a particularly strong combination, and yet I am bound to admit that Mr. Crane has done very well indeed with the mediums employed.

✧ ✧

This heading, on which the publishers of the Republic ask criticism, is on gray linen finish bond, and printed in dark blue with the exception of the rule, which is a light gloss blue.


PUBLISHERS OF THE REPUBLIC WEEKLY

BUSINESS OFFICE

PRINTING, PUBLISHING AND ENGRAVING OF TYPE FINEST QUALITY

THE WENATCHEE DAILY REPUBLIC

Published Every Evening Except Sunday

THE REPUBLIC PRINTING COMPANY, Inc.

WENATCHEE WASHINGTON,

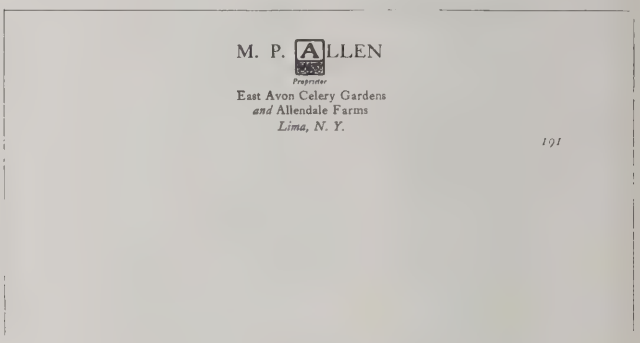
The head would stand very well without criticism just as it is; I think, however, I should have set the name of the company in italic caps to give it a little more prominence and still not detract from the main line. The name of the town could well have been somewhat smaller.

✧ ✧

I have my doubts about this letterhead from F. A. Van Gelder of Lima, N. Y. But I may be pardoned for balking at one little specimen, when it is accompanied by so many absolutely faultless ones as is this one. The introduction of the initial is scarcely warranted, in my opinion, and detracts from rather than adding to the appearance of the job.

This job would have furnished an admirable opportunity for an upper-and-lower-case treatment of the name; then with the "Lima, N. Y." dropped down two or three points farther below the name of the farms, the effect would, I believe, be one of complete harmony.

But there are other specimens in this lot that I should much prefer to mention. Take, for instance, the cover for the Graduate's Recital program. This is a piece of work that would


M. P. ALLEN

Proprietor

East Avon Celery Gardens

and Allendale Farms

Lima, N. Y.

191

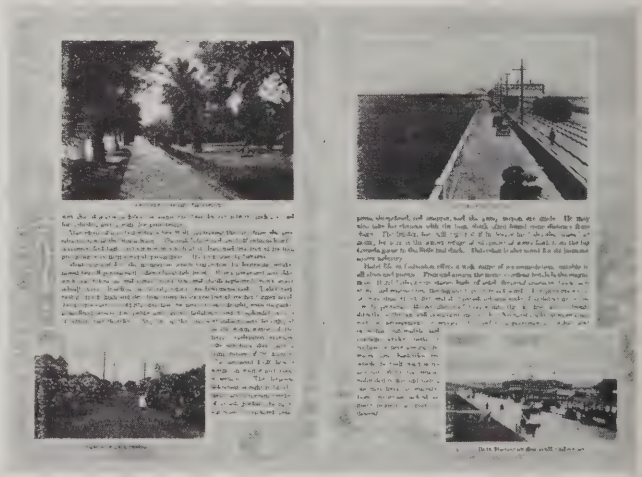
be a credit to any printer. Some critics might object to what they might term an undue amount of ornamentation, in the grouping of the three ornaments in the center; but I do not choose to criticise it on this score. Perhaps if the work were mine I should have made the name of the leading artist a trifle shorter, not attempting to square it out with the line above.

Then take that Trap Shoot program. It is a beauty—both as a piece of composition, and as a combination of delightful green ink on antique stock.

But there are a bunch of them and it will be impossible to mention all in detail. A group reproduction of most of them is shown here, and gives a very fair idea of the value of the work, although much is of course lost in reproduction.

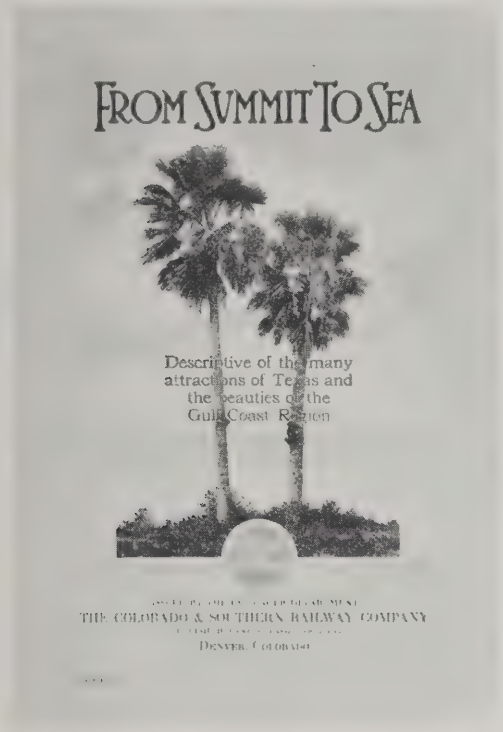
✧ ✧

"From Summit to Sea" is one of the most masterly of all the superb pieces of railroad publicity. It is issued by the passenger de-



partment of the Colorado and Southern Railway, and bears the imprint of the Smith-Brooks

Press of Denver. As stated on the incomparably decorative title page, it is "descriptive of the many attractions of Texas and the beauties of the Gulf Coast region." It is printed on a dull-coated India tint stock in double-tone


FROM SUMMIT TO SEA
Descriptive of the many attractions of Texas and the beauties of the Gulf Coast Region
THE COLORADO & SOUTHERN RAILWAY COMPANY
DENVER, COLORADO

brown, with a decorative halftone border in a color which, as I am working under electric light, I shall not try to name. But the beauty of the ensemble can be judged from the pages I am showing.

✧ ✧

There are plenty of fairly reputable newspapers which will give the figures of their circulation only in a general or "approximate" way; there are still others which will allow advertisers to take a hurried glance at their subscription records; but there are few indeed which will do as the Star of Pasadena, Calif., has done, and publish in book form to distribute to advertisers and those who are legitimately interested, a complete list of the names and addresses of subscribers. This book was put out about the first of January, and it takes more than 150 pages to list the 9,000 subscribers of the paper. These are listed by streets, and in numerical order with reference to street numbers, so that it is an easy matter to run down each list and note how many of the homes on each street are receiving this enterprising daily. This ought to make a strong argument in itself to place before advertisers. Of course, competitors would doubtless try to discredit the reliability of such a list; but no reputable publisher would allow his circulation department to put other than bona fide subscribers in such a compilation, if for no other reason than through fear of the boomerang effect which might result from a close investigation of the list.

In an introductory word the book under discussion says:

> Extraordinary manifestation of friendly co-operation and loyal support on the part of its remarkably large clientele, impels The Pasadena Star to publish this booklet. The names printed herein are evidence of the unswerving fidelity of its subscribers, numbering more than 9,000. It is, indeed, remarkable for any people, numbering no more heads of households than are to be found in Pasadena, to support a home newspaper to the extent of 9,000 subscriptions. Yet this is the measure of loyalty of The Star's friends in Pasadena and its immediate environs. The Star, on January 6, 1914, had a grand total of 9,049 bona fide subscribers. This booklet does not include the names on the mailing list or the office and street sales. This means that the hospitality of the vast majority of all homes in Pasadena is extended The Star.

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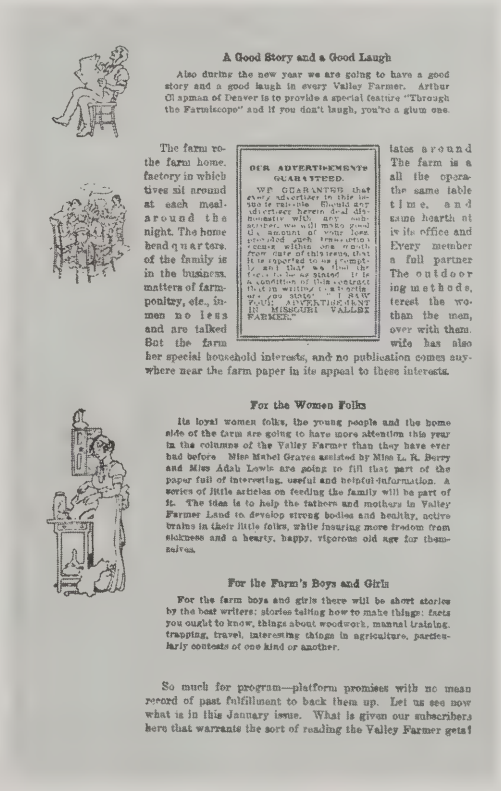
Arthur Capper of Topeka, Kan., gives the title of "What's in the Paper," to his latest piece of promotional printing regarding the


A Good Story and a Good Laugh
Also during the new year we are going to have a good story and a good laugh in every Valley Farmer. Arthur Chapman of Denver is to provide a special feature "Through the Farmiscope" and if you don't laugh, you're a glum one.
The farm ro
the farm home.
factory in which
tives sit around
at each meal-
around the
night. The home
headquarters.
of the family is
in the business
matters of farm-
poultry, etc., in-
men no less
and are talked
But the farm
tates around
The farm is a
all the opera-
the same table
time, and
same hearth at
ive its office and
Every member
a full partner
The outdoor
ing methods,
terest the wo-
than the men,
over with them.
wife has also
her special household interests, and no publication comes anywhere near the farm paper in its appeal to these interests.
OUR ADVERTISEMENTS GUARANTEED.
WE GUARANTEE that every advertiser in this issue is reliable. Should any advertiser herein deal dishonestly with any subscriber, we will make good the amount of such transaction, provided such transaction occurs within one month from date of this issue, that it is reported to us promptly, and that we find the facts to be as stated. It is a condition of this contract that in writing to advertisers you state that you saw YOUR ADVERTISEMENT IN MISSOURI VALLEY FARMER.
For the Women Folks
Its loyal women folks, the young people and the home side of the farm are going to have more attention this year in the columns of the Valley Farmer than they have ever had before. Miss Mabel Graves assisted by Miss L. R. Berry and Miss Adah Lewis are going to fill that part of the paper full of interesting, useful and helpful information. A series of little articles on feeding the family will be part of it. The idea is to help the fathers and mothers in Valley Farmer Land to develop strong bodies and healthy, active brains in their little folks, while insuring more freedom from sickness and a hearty, happy, vigorous old age for themselves.
For the Farm's Boys and Girls
For the farm boys and girls there will be short stories by the best writers; stories telling how to make things; facts you ought to know, things about woodwork, manual training, trapping, travel, interesting things in agriculture, particularly contests of one kind or another.
So much for program—platform promises with no mean record of past fulfillment to back them up. Let us see now what is in this January issue. What is given our subscribers here that warrants the sort of reading the Valley Farmer gets!

Missouri Valley Farmer. It is a striking title, and well followed up with some good, forceful pages, as the one here reproduced will show.

✧ ✧

Here, too, is another good one from Capper, showing how effective is a clever adaptation of an old saying. The heading is, "A Word to the Wives is Sufficient," and the circular which follows tells all about Capper's home publication, The Household.

Getting Together for Business Promotion and Higher Standards of Service

In 1886 and again in 1887 in addresses at Cincinnati, Ohio, and Denver, Colo., the editor of this paper advocated organization among newspapers for co-operation, outlining and advocating a plan for incorporation, and arguing that money should be put into the enterprise. Mr. W. H. Brearley, then of the Detroit Journal, as the moving spirit, with others, acted on the suggestions and succeeded in forming the American Newspaper Publishers' Association, which later offered the benefits of the service of the N. P. A. to members of the National Editorial Association for the low amount of $10 a year. This offer was made at the Boston Convention in 1890. A very few accepted, among these E. W. Stephens, then publisher of the Columbia, Missouri, Herald. But this plan of co-operation between the great dailies and the smaller home dailies and weeklies did not seem to work out satisfactorily.

Since then several efforts have been made among the smaller dailies and weeklies for such co-operation.

A Minnesota organization seemed to win a good deal of success under the management of the gentleman since largely in charge of the promotion of the American Press Association Advertising Department.

For the last two or three years the members of the Nebraska Editorial Association have been working on a plan of co-operation which has been quite fully given, from time to time, in the National Printer-Journalist. A year ago, largely on the initiative of the delegates from Nebraska, the National Editorial Association took up this matter once more and a committee was appointed that made a very valuable report at the Houston Convention, that will be published in the July issue of this journal. It might be well, in passing, to make this brief review of efforts at co-operation more complete, that for several years the Inland Daily Press Association, with a membership in Illinois, Michigan, Iowa, Minnesota and Wisconsin, co-operated successfully for several years in the purchase of print paper. At the recent convention of the Illinois Press Association steps were taken looking to co-operation and a committee was appointed.

Some years since we had the pleaure of being present at the organization of the association of Missouri evening dailies and this year, during Newspaper Week at the School of Journalism of the University of Missouri, the publishers of twenty-one evening dailies got together in covention to organize or reorganize for the raising of business stadards and the promotion of foreign advertising.

The Editor and Publisher of New York City says of this organization:

"The papers that formed the organization are: The Cape Girardeau Republican, Carthage Press, Independence Examiner, Kirksville Express, Mexico Ledger, Macon Chronicle, Marshall Democrat, Maryville Tribune, Nevada Post, St. Charles Banner-News, Trenton Republican, University Missourian, Columbia; Sedalia Democrat, Poplar Bluff Republican, Jefferson City Democrat, Monett Record, Carrollton Democrat, Hannibal Courier-Post, Joplin News-Herald and Springfield Leader.

The combined circulation of these papers represented in the organization is in excess of fifty thousand.

To Have Foreign Representative.

The name of the organization will be the Missouri Associated Afternoon Papers. A foreign advertising represeptative will be employed immediately to represent the Missouri list in the foreign field. The foreign representation will not include the Hannibal Courier Post, Joplin News-Herald and Springfield Leader, which are already represented, but these papers join the organization for promotion purposes.

The organization is to be governed by a commission consisting of Mitchell White, of the Mexico Ledger, president; J. B. Powell, instructor in advertising, University of Missouri, vice-president, and E. E. Swain, the Kirksville Express, secretary.

A definite plan of advertising promotion was outlined at the meeting for the members of the organization. The association will adopt a standard form of circulation statement, with a guarantee attached, and will draft certain rules regarding rates and class of advertising adopted by the organization."

Co-operation seems to be in the air and after waiting thirty years—for we first advocated the plan in an address before the Minnesota Editors and Publishers Association in 1884—we hope to see a practical plan adopted and carried out. To our way of thinking, the American Press, at the cost as we understand of some $75,000, has so far done the most effective educational work and reached the greatest and most beneficial results. . We are still of the opinion that had four or five thousand local weeklies and dailies, scattered through all the states of the Union, incorporated in 1887, and paid in ten dollars and the annual dues of five dollars a year, and worked together for the interahange of information through a secretary and his assistants as to advertisers, advertising, commercial ratings, employment and news, many added millions of dollars in the aggregate might have been realized, through earnings, greater efficiency and savings, by the members during the past twenty-seven years, and the small daily and weekly newspaper and printing offices have been in a much more prosperous condition than now.

However, there can be no gain in this world without some small investment, and well-directed effort. The possibilities of accomplishments with even small individual investments, with earnest, honest, intelligent work and co-operation are beyond calculation.

There must be absolute confidence and loyalty as well as reciprocal effort, each serving all and all serving each in good faith, with truthfulness and zeal, free from selfish greed, in perfect fairness.

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THANKS FOR UNSELFISH WORK

Office of the Georgetown Commercial

Georgetown, Texas, May 23, 1914.

Col. B. B. Herbert, Chicago, Ill.

Dear Col. Herbert:—I am sending you $2.00 for my subscription to the National Printer-Journalist until June, 1915. I wish to thank you for the splendid and unselfish work you have been doing for the National Editorial Association. I shall never forget our first meeting in Chicago in 1893 at the National Editorial Association Convention, and the many pleasant meetings since. May God bless you!

Yours truly and fraternally,

LEE J. ROUNTREE.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

WHEN I first took charge of this department of the National Printer-Journalist, just twelve years ago last month, among the home weeklies that came to me for review then, those which had "clean front pages" were the exception rather than the rule, whereas today those that do not keep their front pages free from displayed advertisements are the exception, showing that there has been marked advancement in this respect within the time intimated.

In fact, the average home newspaper of today not only maintains a clean initial page, but, as a rule, some effort is made to have that part of the sheet otherwise artistic and attractive in

THE BI-COUNTY ARGUS

HISTORY OF 25TH REGIMENT WIS. VOLUNTEER INFANTRY

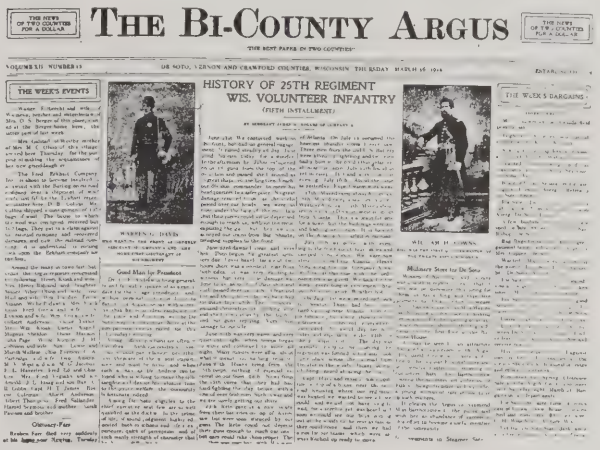
ANDREW ELECTED PRESIDENT WETS WIN BY MAJORITY OF 8

No. 1

aspect. This latter achievement, however, is as yet something of a problem with many in the calling, and with a view to help those who are struggling to solve it, I am introducing this installment with suggestions and examples.

The making up of an attractive newspaper, particularly an attractive front page, rests materially with the editor; notwithstanding that in many weekly offices that individual writes his stuff and heads it up haphazardly, with little thought as to how it is to appear when reduced to cold type, often leaving that important matter entirely to some incompetent two-thirder who may be masquerading under the title of "foreman of the shop."

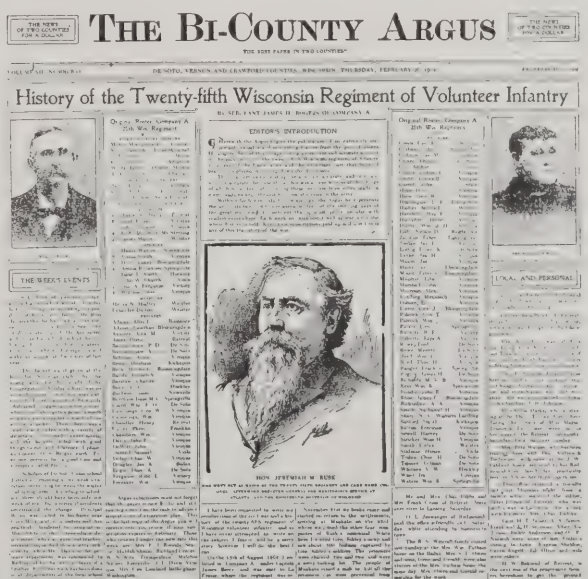
As the week's news is made, the editor should begin to see in his mind's eye the paper which is about to be created; and by the time his last story or item is passed to the compositor, he should possess a definite mental picture


THE BI-COUNTY ARGUS

HISTORY OF 25TH REGIMENT WIS. VOLUNTEER INFANTRY

No. 2

of the week's issue. This, of course, comes easier to an editor who is a practical printer, but it is quite possible to one who is not exactly a mechanical man.


THE BI-COUNTY ARGUS

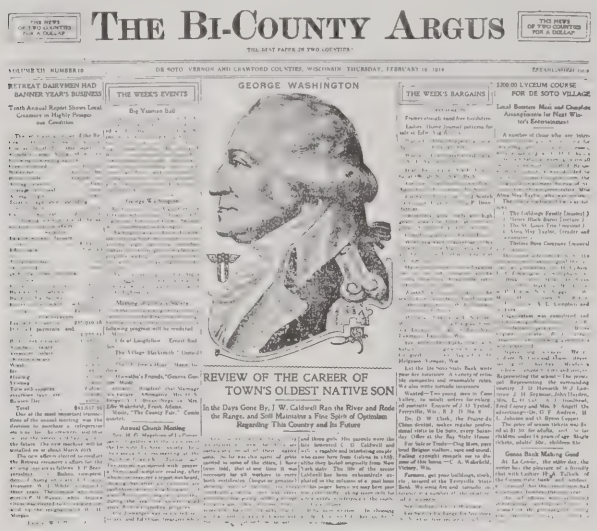
History of the Twenty-fifth Wisconsin Regiment of Volunteer Infantry

No. 3

Without system it is barely probable that an artistic newspaper page can result. Every editor should adopt a system of heads and have a

"head sheet" on his desk—that is, a strip of cardboard on which are pasted examples of all the various heads used in the paper—which will enable him to have his heads consistent and uniform in each succeeding issue.

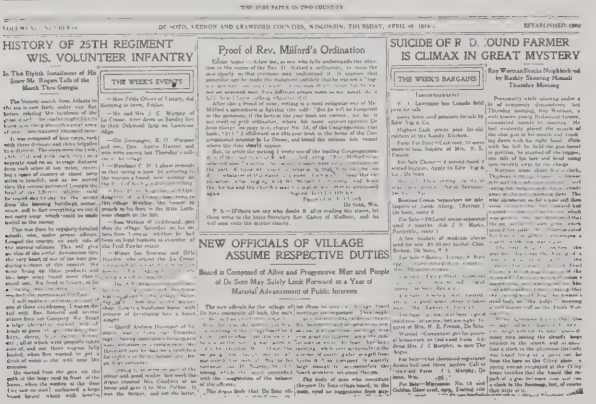
One of the first aids to good typography in making an attractive newspaper is illustrations.



No. 4

These need not be expensive in order to enhance the sheet's beauty; but just plain, square, eighty-five-line zinc half-tones do nicely. Examples of how such cuts can be employed to brighten up a page are shown herewith in Exhibits 1 and 2. In Exhibit 3 we have an example of both cuts and light rule boxes as a means of breaking the monotony of plain typography.

And, if one will watch the offerings of the plate houses, from time to time excellent cuts

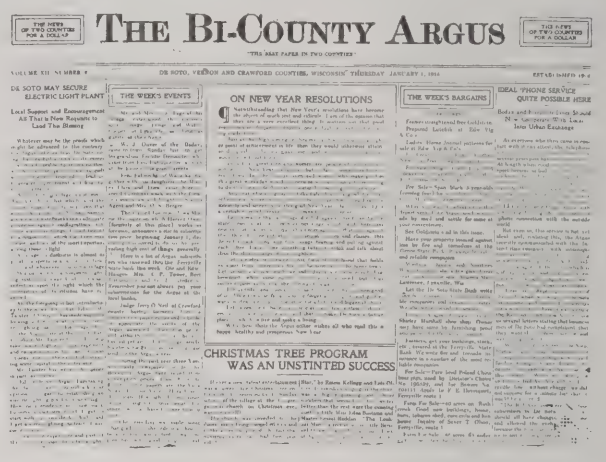

THE BI-COUNTY ARGUS
HISTORY OF 25TH REGIMENT WIS. VOLUNTEER INFANTRY
Proof of Rev. Milford's Ordination
SUICIDE OF R. D. JOUND FARMER IS CLIMAX IN GREAT MYSTERY
NEW OFFICIALS OF VILLAGE ASSUME RESPECTIVE DUTIES

No. 5

may be procured at little expense as timely and appropriate frontispieces, as illustrated by the Washington portrait seen in Exhibit 4.

But, to show that illustrations are not indispensable in the creation of really artistic newspaper pages, I herewith present two further reproductions (Exhibits 5 and 6) illustrating different plans of makeup, determined by the choice of different headings. In spite of the similarity, the monotony is broken.

With regard to these exhibits, I call the reader's attention to these important features in them: Uniform and systematic heads; care in



No. 6

detail of both wording and composition; sameness of type, and the fact that the page is rendered inviting without being sensational.

Now that we home newspaper-makers have learned the value of clean and attractive front

No. 7

pages, it next behooves us to give the rest of our sheets more thought with the aim of making them equally beautiful and symmetrical,

and hence more valuable to our readers. Too many of us put all of our time and efforts into the first page, allowing other pages of our papers to become scapegoats for all the sins of the calling.

I need not say that that is eminently inconsistent. The inner pages—and even the back page—of a first-class newspaper often hold some of the choicest matter. Hence they are all deserving of the same care and consideration in their mechanical construction as that bestowed upon the initial page.

With respect to the mechanical makeup of these pages, I have a pet theory and practice

HISTORY OF 25TH REGIMENT WIS. VOLUNTEER INFANTRY
GRAVES & EARLL
Attorneys at Law
MAYER'S GENUINE
Martha Washington Slippers
$2.00 PER PAIR
WM. BEARDSLEY
DE SOTO, WISCONSIN
The Boy With a Bank Book
The Ferryville State Bank
Fred Copsey, Cashier
DR M B YEOMAN
DENTIST
J. H. JOHNSON
REAL ESTATE
Your New Clothes
Thru this store as agent for the Universal Tailoring Company, Chicago, you can buy your new spring suits at just as low a price, and get better quality than elsewhere. We take your measure and give you a first class suit and that satisfaction of fit and comfort that you can never enjoy in ready-made garments. The Universal line includes all the latest fabrics and fashionable colors and the clothes are designed after the most popular models. Come in and talk to us about your requirements in the clothing line. We can fit you out from head to foot in a way that will satisfy you completely. Material, fit and workmanship in Universal clothes are strictly guaranteed.
EDW. VIG & CO., Inc. DE SOTO, WIS.
Heat the Iron and Not the House
Keeps You Cool and Irons Hot
Improved Monitor Self-Heating Sad Irons
C. L. CHUN, Special Representative, DE SOTO, WIS.

No. 8

(often outlined heretofore in these columns) which is the same as that followed by several of the leading publications, since its adoption admits of the reservation of the greatest number of column-tops for reading matter and simultaneously makes possible the allotting of "next-to-reading-matter" position to a maximum number of advertisements.

Expressed, this favored system is merely this: Place all advertisements in the right-hand side of the page. Begin by placing the largest ad that is to appear in the page in the lower, left-hand corner. Above this place the ad next largest in size, above this the next largest, and so on until the last column is topped out with the smallest ad.

This method of makeup is ideally exemplified in the two accompanying reproductions. (Exhibits 7 and 8.) Please note that in each of these illustrated pages there are seven advertisements, each of which has reading matter adjoining it.

✧ ✧

A sprightly and entertaing little publication is The Prospector, issued semi-occasionally by W. H. Wright, electric printer at 53 Tremont Street, North Tonawanda, N. Y. The Prospector purports to be "A preachment of progress and prosperity," and is "designated to further the interests of the Twin Cities (Tonawanda and North Tonawanda) and incidentally to sound the praises of electric printing." It lives well up to its avowed purpose, is replete with witty things and advertising matter for fellow business men.

✧ ✧

Robinson, Kansas, April 17, 1914.

O. Byron Copper, De Soto, Wis.

I am sending you under another cover a 4-page circular which we recently printed for the Golden Rule Store here. If you think it is worth while criticising, I would be glad to have you say a little about where it could be improved upon and how it could be made better.

I think your department in the N. P.-J. is the best department they run. It does more good in a practical way. You understand your work and certainly give good advice. I have gotten much good out of it.

Don't suppose you remember me, but I am the fellow who sent you a lot of samples of ads some time ago (about a year) and wrote a letter and then forgot to sign my name. I appreciate it and am glad that my work met your approval.

I am now running The Robinson Index myself. My predecessor, Mr. H. M. Leslie, is now running the Auburn Globe, at Auburn, Wash. and is making a fine paper out of it.

Thanking you for your trouble and your kind treatment in the past, I am,

Respectfully,
THE INDEX.
Wm. Hastings.

Brother Hastings' ad, or circular, shows some very good typography and is a creditable creation generally, although there is opportunity for improvement in the treatment of detail. The most objectionable defect in evidence is the imperfect manner in which rules join in the panels and otherwise. The page which I am reproducing here as Exhibit 9 is probably best among the four. It is well balanced, not overdone with illustrations (as two of the others are) and the etching at the top gives the desirable strength to the display which is noticeably lacking in the balance of the folio. I always insist upon uniform margins in advertisements and careful justification. Further, I dislike to see advertisements so crowded as

this page I am showing here apparently is. It is better to set some of the matter in a smaller face, if need be, in order to gain space for adequate margins of white. I am more than pleased to hear from Brother Hastings—and

Spring Style Show

LEARN THE PLEASURE AND ECONOMY IN BUYING A GOLDEN RULE SPRING COAT OR DRESS

Street and Walking DRESSES

The New Spring Coats Are New Style.

Coat styles are new, materials are new—yes, but how much more becoming. The new coats will look better and become you better than any coat you have ever worn. We are glad to have you slip into one any time.

COATS

The destinctive style and beauty of the Golden Rule coats and their superior service-giving qualities—

GIRL'S DRESSES

Gingham Dresses for 98c

Kiddie's Dresses

House Dresses

Save Money on New Fashionable Dress Goods at the Golden Rule Store

SPRING and SUMMER DRESS GOODS

New Tub Fabrics

High Grade Dress Goods in Silks and other Fabrics

$1000 Worth, OF NEW LACES Now Awaiting Sale

Put Golden Rule Muslin Underwear to the Service Test

Save 25c to 50c by Buying One of these Stylish, Pretty Waists

The Celebrated WARNER'S CORSETS At Golden Rule Prices

New Style—Low Price

New Skirts

Golden Rule Store

No 9

especially glad to get his name and learn the news of his becoming publisher of the Index, a copy of which I hope he will now send me for consideration in a future installment.

✧ ✧

Minden, Nebraska, April 24, 1914.

O. Byron Copper, De Soto, Wis.

Dear Sir:—Under separate cover we are sending you a couple of copies of our publication, in the hope that you will offer criticism, both long and loud, as to general appearance and make-up. These samples are representative of our paper as it appears from week to week.

Thanking you, Yours sincerely,

FLORENCE E. REYNOLDS.

It certainly is not often that I hear from any of the women folks engaged in the calling (in fact I believe Miss Reynolds is the first sister who has dared to address this department) and even in this preface I cannot forego the statement that, if there are many more of the gentler sexx in newspaperdom who are getting out papers as creditable as this one from Miss Reynolds, I regret, indeed, that they are all so offish. The Minden (Nebraska) News is a six-column quarto on ready-prints, published by the News Company, incorporated, with my correspondent as editor. And I want to say right here that by the two copies of the publication at hand Miss Reynolds has proved herself to be an editor of far more than the average ability and intelligence. She does her news-gathering thoroughly and writes her stuff up in a capable and experienced style. Her editorial columns include subjects of a political nature, and they are quite as deep and clever in thought and diction as any man-made paragraphs of the kind and class. And most of all must I congratulate Sister Reynolds upon the symmetrical elegance and beauty of her front page. (Exhibit 10.) Note the tasty headings, the perfect balance, and the attractive and enticing shape in which everything is presented. I have only a little suggestion to offer, which, if adopted, will make the first page of the Min-

The Minden News.

VOLUME 13 MINDEN, KEARNEY COUNTY, NEBRASKA, FRIDAY, APRIL 3, 1914. NO. 28

MERCHANTS' COUPONS MAY TELL THE STORY

Dealers With Minden Merchants Should Ask for Little Green Tickets.

PIANO CONTEST IS A WINNER

Interest Continues to Grow in the Splendid Offer of The News and Several Merchants.

ENJOY RANCHING IN MONTANA

Dr. and Mrs. Craig Find Western Country to Their Liking

Brass Band.

Personally Conducted Excursion.

"Very Rare" Clam Party

Lights Grade Examination.

SMITH ANDERSON WEDDING

Young Couple Married at Bride's Home at Gothenburg.

HARMONY PROGRAM IS UP TO STATE CHAIRMEN

Conference of Two Wings of Republican Party Results in Compromise.

STATE CONVENTION JULY 28th

Each Committee Agrees to Co-operate With Other Wing This Prune May Prevail.

WHICH WILL IT BE TODAY?

PERSONAL MENTION

YOU WOULD NEVER SUSPECT IT

"Round" Agent Caught

Sale Tormented Bills

No. 10

den News perfect, and that is the elimination of the period after the title line and after headlines as well, and then normal spacing of the three words in the title, with neat little boxes at either end of the line (if desired) and perfection is attained. I wish I might say so much for the balance of this bright paper—but alas, I cannot . A careful perusal of the introductory paragraphs to this installment ought to give Sister Reynolds an inspiration in this respect. Later on I would like to see another copy of the News, and by that time I sincerely

hope that all those business men of Minden, who are not advertising as they should, will have become reformed through the able counsel of this capable home editor.

✧ ✧

Marble, Colo., April 10, 1914.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sir:—Under separate cover I am sending to you several copies of my paper which I would like to have you criticise, bearing in mind that The Booster is produced in a little town of 800, stuck off about 350 miles from Denver in the very heart of the Rocky Mountains, with only one train a day over a privately-owned railroad.

The paper has a circulation of 1,000, largely among stockholders of the Colorado-Yule Marble Company, our principal industry here.

Though this is not in your department, I am also enclosing a sample of job work we have just completed, which will serve to show how we treat that branch of our business in The Booster shop.

I have been an interested subscriber of the National Printer-Journalist for about a year and I find your reviews very interesting and helpful.

Fraternally,
FRANK P. FROST.

Brother Frost's paper, The Marble (Colorado) Boster, is a five-column, all-home-printed folio. It is a highly attractive sheet, editorially

Attention of supply houses that deal in marble working machinery, etc., is respectfully directed to the advantages of The Booster as an advertising medium. The paper reaches and is read in 500 monumental and marble shops in the United States every week. Reasonable rates. Write for Rate Card

THE MARBLE BOOSTER

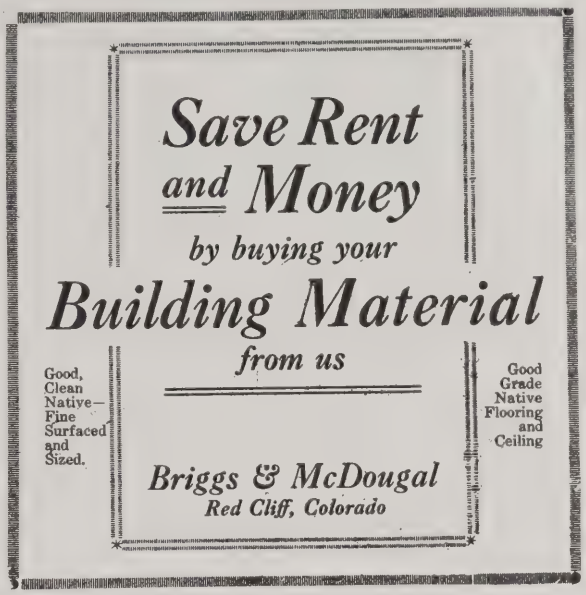
51 FRANK P. FROST — MARBLE, GUNNISON COUNTY, COLORADO, SATURDAY, APRIL 11, 1914 — VOLUME 1 NUMBER 1

"How Are Marble Deposits Formed?"

By J. F. Manning, Prest. and Gen'l Mgr. C. Y. M. Co.

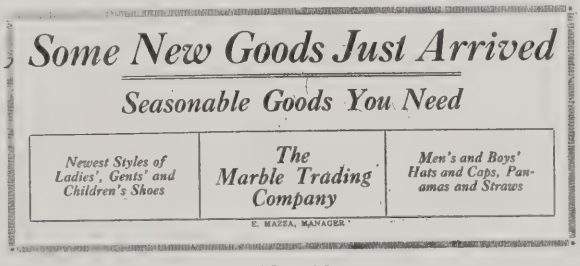
No. 11

as well as typographically, and is carefully impressed on a good grade of paper. Notwithstanding that the advertising rate is twenty-five cents the single column inch, the patronage in this line is liberal; and in spite of the fact that the subscription price is $2.00 per year, the Booster's circulation, as attested in the foregoing letter, is 1,000 copies per week. If all of us newspaper-makers had rates like these, with equal patronage, the proverbial pun and jest at the expense of proverbial poverty would



No. 12

become extinct. Recently the title of this little sheet was changed from a bold condensed Gothic letter to a Roman Outline, which was a change for the better, of course; but I am surprised, so long as a change was to be inaugurated, that the same delightful Caslin face, which predominates in the pages of this fine little paper, was not also chosen for this purpose. How very artistically the front pages of this excellent little publication are gotten up is typically illustrated by the one here reproduced


Some New Goods Just Arrived
Seasonable Goods You Need
Newest Styles of Ladies', Gents' and Children's Shoes
The Marble Trading Company
Men's and Boys' Hats and Caps, Panamas and Straws
E. MAZZA, MANAGER

No. 13

as Exhibit 11. Cuts in a type-page always look best, if balanced toward the top of the page, but I surmise these illustrations in evidence in the reproduction were dropped down toward the bottom to avoid the fold and eliminate the danger of smudging during the process of folding. Brother Frost is a clever writer, possessing that enviable faculty of writing from the heart, which never fails to find a responsixe note in other hearts; and for this writing he has a copious and cogent store of home-pride

and enthusiasm. Ads in the Booster are neat and artistic, as Exhibits 12 and 13 will prove, and I am pleased, indeed, to note that the inner and back pages of this little paper are not less beautiful than the first, all being made up as a rue in accord with the plan as outlined in the introduction to this installment.

✧ ✧

Chicago, Ill., April 29, 1914.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sir:—I am mailing you a copy of Printcraft. It shows the three Barnhart faces, Old-style, Light Face and Italic, only that and nothing more in the display type line; but it also give you an idea of our new quarters which I am sure you will enjoy visiting whenever you are in Chicago and whenever you can spare the time. You will be very welcome with us. We shall not be under full headway for about a month in all the departments, but the building and equipment are here now, and you would, I am sure, thoroughly enjoy looking them over.

Yours very truly,

W. H. FRENCH,

President.

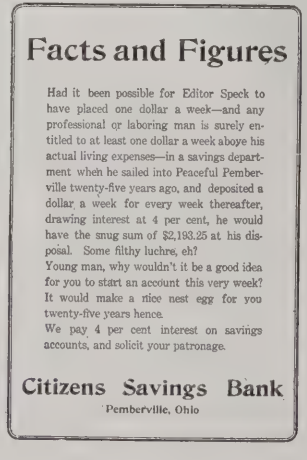
I am certainly pleased with the faces shown in this number of Printcraft, Barnhart Old Style, Light Face and Italic, and in my judgment one about to equip or re-equip his ad-alley could not do better than install this family of three series. It would mean a type equipment equal to any emergency to be met in the ordinary weekly office. And the fact that the Italic in the larger sizes from 24- to 72-point is cast on the firm's patent offset molds, which give full body support to the overhanging portions of the letters, formerly accommodated by kerning, makes the family especially practical for advertising purposes, where the type is exposed to the greatest danger of breakage. I regret that the booklet does not show this fine letter applied in example to practical newspaper advertising, for which purpose I consider it admirably adaptable.

✧ ✧

The celebration number of Brother Geo. H. Speck's Pemberville (Ohio) Leader, consisting of eighteen six-columned pages, has claimed more than ordinary interest from me this month. The special edition celebrates the installation of a new two-revolution Swink press, which happy event takes place near the anniversary date of Brother Speck's advent in Pemberville as the owner and editor of the Leader. As a "leader" for this copy of the Leader, the editor has presented the history of his twenty-five years in Pemberville, and just how it all happened that he came to Pemberville a quarter of a century ago and bought out the dinky old hand-press and handful of appurtenances that then constituted the Leader office. Brother Speck's story is very like that of many another country publisher, full of early struggle, human heartache and war with the wolf of poverty—but it ends more happily than that of some—today the Leader is truly a leader and its publisher prospers. The first five or six years of the Leader editor's sojourn in "Peaceful Pemberville" (as he terms it) "it was pretty tough sledding," which I have from his own confession; but after that things begun to steadily gain. More than once Brother Speck was on

No. 14

the verge of throwing up the sponge, but each time some trivial accident caused him to change his mind and stick. And this sticking, however hopeless it may have seemed at the time, I firmly believe, is the secret of his present success. When he first bought the Leader, the shop's principal piece of furniture was an old Washington hand-press. The first piece of new


Facts and Figures
Had it been possible for Editor Speck to have placed one dollar a week—and any professional or laboring man is surely entitled to at least one dollar a week aboye his actual living expenses—in a savings department when he sailed into Peaceful Pemberville twenty-five years ago, and deposited a dollar a week for every week thereafter, drawing interest at 4 per cent, he would have the snug sum of $2,193.25 at his disposal. Some filthy luchre, eh?
Young man, why wouldn't it be a good idea for you to start an account this very week? It would make a nice nest egg for you twenty-five years hence.
We pay 4 per cent interest on savings accounts, and solicit your patronage.
Citizens Savings Bank
Pemberville, Ohio

No. 15

machinery was a new job press, then came a small gasoline engine to furnish power for the new jobber, then a cylinder press, a new engine, then a new home, then a new business block,

then a Junior Linotype, and last, but not least, the new two-revolution Swink. It is a remarkable record, and one that surely brings a lot of satisfaction to this brother of the Buckeye State during his moments of cogitation. From another source somewhere and sometime, I gathered the facts of Brother Speck's remarkable career in "Peaceful Pemberville." How he came there to a little old town that was as "dead as Connor's peaches," and by his eternal enthusiasm and boosting and editorial cry of "Push Pemberville," Pemberville grew and waxed great and prosperous, and Geo. H. Speck and the Leader along with it, abreast of it, ahead of it, always pushing it, shouting its praises, and helping to inspire the same spirit in the hearts of others. In those dark days of eighteen or twenty years ago it must have taken a deal of courage to have faith in things, to keep a stiff upper lip, and continue boosting and pushing and cheering things on, but George Speck did it, and by George! he's getting his

FINKBEINER'S
Great Removal Sale
Should interest all who are contemplating furnishing their homes, or buying a single piece of furniture, before moving into our new quarters, at the corner of Main and Fourth streets, where we will be
After May First
We are making some very low prices, rather than move our large stock, which is expensive, and rather than do that we are giving you an opportunity to get first-class furniture at prices that can not help but interest you.
In our store you will find a complete line in Furniture, Rugs, Carpets, Linoleums and Stoves. In fact, everything for the home. It would be impossible to enumerate our prices on account of so large an assortment. Call and see what we can do for you. Now is the time.
Lake Shore Electric, Fort Clinton Electric and Toledo, Fostoria & Findlay Electric Cars Pass Our Door. Ask the Conductor to Put You off at Finkbeiner's—Wirt and Main Streets
FINKBEINER'S
Goods Delivered Within 10 Miles of Toledo
Open on Saturday Evenings
After May First, Corner of Main and Fourth Streets

No. 16

reward for it, now, thank God. On previous occasions I have had the pleasure of praising Brother Speck's newspaper work, for be it known that his newspaper work has always been really praiseworthy. He was originally a job printer in Chicago, and something of an artist, too, I ween, and so his newspaper has always been a work of art, as newspapers go; and his editorial work has been original and of that droll type that gets under a fellow's ribs. He has been a worker—a deucedly hard worker—a thorough news-gatherer, and a hustler from the word go; and the story that I have briefly reviewed above shows how these fine qualities have been rewarded. For a long time he has been in agreement perfectly with this department's plans of mechanical makeup of both the front page and all other pages—and. I might say with safety, with practically everything else that this department has advocated as practicable for newspaper-makers. The new Leader is right up to the standards of the old in editorial excellence and typography and the new Swink is evidently working finely. Leader ads have always been a source of great admiration on my part, and, while I don't suppose Brother Speck condescends to set many of them nowadays, yet they seem to be kept right up to the same sane and sensible standards of

Everyone Will Be Anxious
To See and Read the First Number of the New Leader
The Time Is Here
Zindler Brothers
The Corner Store
Zindler Brothers
Pemberville, Ohio

No. 17

simplicity and strength of display which he set in former days when he did a lot of his mechanical work with his own hands. Exhibits 14, 15, 16, and 17 are examples of what Leader ads of today look like.

* * *

MID-ATLANTIC COLLEGE AND SCHOOL EDITORS CONVENE

Pittsburgh, Pa.—The second annual conference of the Middle Atlantic Association of College and School Editors was held at the School of Journalism, University of Pittsburg, May 8 and 9. There was a large delegation of out-of-town college publishers and newspapermen. Dr. Willard G. Bleyer, director of the Department of Journalism of the University of Wisconsin, and E. J. Stackpole, president of the Associated Dailies of Pennsylvania, delivered addresses at a large public meeting held in connection with the opening day's sessions.

At the final session of the conference, the following officers were elected: Harold Downing, University of Pittsburgh, President; Leland Walker, Johnstown High School, Vice-President; W. D. Markle, Indiana Normal, Treasurer; L. G. Boggs, University of Pittsburgh, Secretary. Thomas R. Williams, Director of the Department of Journalism at Pitt, was made honorary president of the association for life. The name of the association was changed to the Middle Atlantic Association of College and School Newspapers.

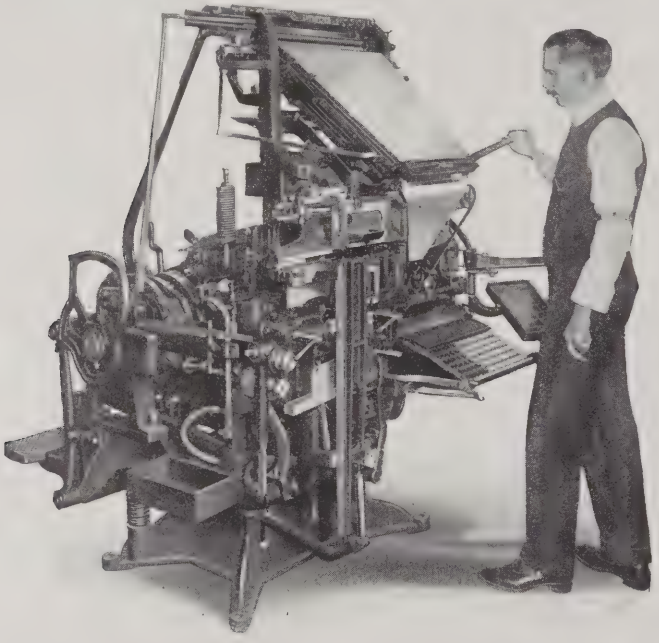
One of the principal addresses was made by Dr. Willard G. Bleyer, of the School of Journalism, University of Wisconsin, on "Newspapers and Readers." E. J. Stackpole, of the Harrisburgh, Pa., Telegraph, in an address said: "It has been my privilege to know many active and successful newspaper publishers and writers and in my judgment they would concur in the statement that no success is possible where the individual has not become thoroughly saturated with love of his work and a lively appreciation of the fundamental principles which are the foundation of the newspaper career. In our day it is becoming more and more apparent that the newspaper is the light that is penetrating the darkness of superstition and ignorance and next to the Bible is proving the greatest factor in promoting the happiness and general welfare of the people. The cumulative benefit of a good newspaper to any community can hardly be overestimated; and this fact argues with compelling force for the maintenance of the best traditions of the profession.

BUSINESS NOTES

This Department is conducted for the benefit of advertisers, and expresses their claims and views

MODEL B INTERTYPE—A MULTIPLE MAGAZINE

The International Typesetting Machine Company has just brought out a new two-magazine Intertype, Model B. This machine combines all the advantages of their single magazine model with the multiple magazine features, and has in addition several valuable detail improvements. The change from one magazine to the other is made almost instantaneously. The magazine frame has a rocker motion which makes it possible for one set of keyboard rods to actuate the escapements on

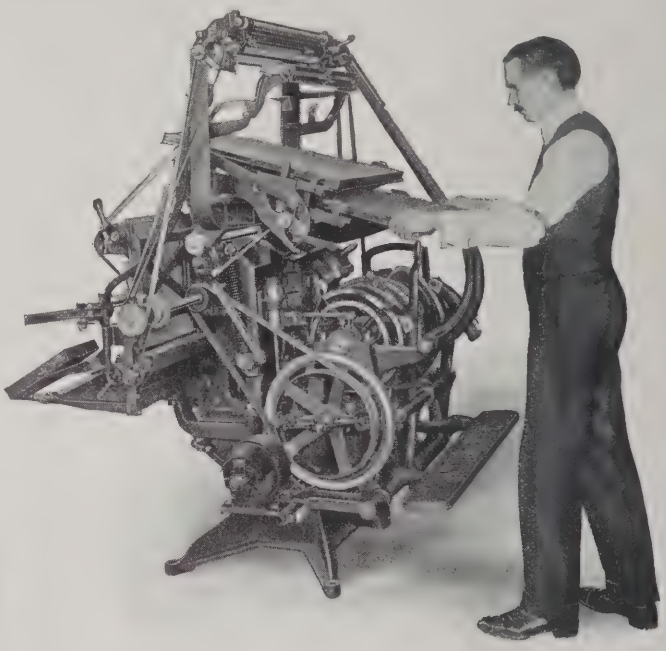


Changing magazine on the Multiple Magazine Intertype

either magazine, and only one distributing mechanism is required. The channel entrance swings back during the changes of magazine, so that there is no chance for a protruding matrix to get caught and ruin a magazine. The escapements provided for the new machine are exactly like and interchangeable with those used on the single magazine Intertype. The manufacturers claim that there are 360 fewer parts in the escapement mechanism of Model B than in that of any other multiple magazine line casting machine yet produced.

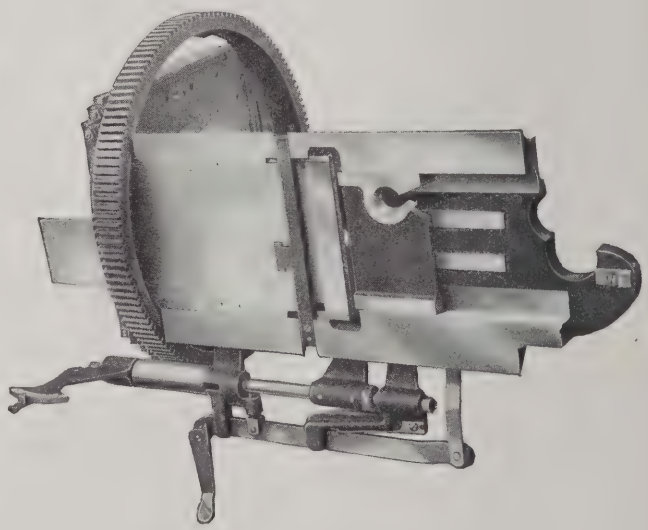
Both of the magazines on the two-magazine Intertype are of full size, and both can be removed from the rear in twenty seconds, just as the Model A magazine is removed. The two magazines are interchangeable with each other and with the Model A magazine—a very important feature in offices using both models.

Among the new detail improvements which have been applied to Intertype Model B, the most important is a universal ejector having solid blades for all measures from 4 to 30 picas. This ejector can be adjusted by the operator without leaving his keyboard to drive out slugs of any measure and any body. It is very simple in construction and will save a considerable amount of time, as well as quite an investment in ejector blades. The new machine also has a font distinguisher which can be adjusted from the front in an instant. There is a new



Removing the Magazine from Intertype Model B

device on the first elevator which takes the place of the spring pawls commonly used in the first elevator jaws. This device consists of a small rod which passes through the jaws in such a way that the line of matrices is held in securely during the up and down motion movements of the elevator, the rod being withdrawn for a second to



The Intertype Universal Ejector

allow the line to enter from the delivery channel and again to let out through the intermediate channel. Another new feature of the multiple magazine Intertype is a mold slide locking device which makes it impossible to start the machine when the mold slide is disconnected, and likewise makes it impossible to disconnect the mold slide unless the starting lever is pushed in.

The spaceband box which has been applied to Intertype Model B is said to be a very decided improvement over the one heretofore used. It has a new escapement which makes it practically impossible for a band to fail to drop in response to the keyboard, or for two to drop at one time.

The Model B Two-Magazine Intertype was exhibited for the first time in connection with a meeting of the American Newspaper Publishers' Association held at the Waldorf-Astoria Hotel, New York, a few weeks ago. Some of the fastest machine operators in the world, including Wm. H. Stubbs, holder of the world's record, tested the possibilities of the machine in the way of speed, and all of them pronounced it superior to any machine they had ever manipulated. The new machine was very enthusiastically received by the printing industry as represented by those attending the Waldorf meeting, and a large number have already been sold.

A catalogue of the Model B. Two Magazine Intertype can be secured from the International Typesetting Machine Company, World Building New York City, or from its Chicago office in the Rand-McNally Building.

⌘ ⌘ ⌘

A. E. DAVIS WITH NATIONAL AUTOMATIC COMPANY

A. E. Davis, who for more than two years past has been general secretary of the Typothetae of Pittsburgh, has taken the sales management of the National Automatic Press Company, "the company that put Lehighton on the map." Mr. Davis has been singularly successful in organization work, and during his stay in Pittsburgh has built up the Pittsburgh Typothetae from a small and struggling association with but eighteen active members, to the proud position of the foremost Typothetae in the United States.

Previous to taking up organization work in Pittsburgh Mr. Davis was assistant secretary of the United Typothetae of America, having general charge, under Franklin W. Heath, of the National office. In addition to taking care of practically all the correspondence, he found time to edit the U. T. A. Bulletin, to make and carry out plans for cost congresses, to organize local Typothetae, to lecture on cost accounting, to write the U. T. A. book of Instruction to Field Men for cost system installation work, ad to write the U. T. A. Style-Book, of which latter the association has sold thousands of copies.

Mr. Davis is not only a thorough printer, but he has had wide experience in the printing-machinery and supply field. For upward of five years he was at the head of the sales department of the Lanston Monotype, and the phenomenal success of that machine is in no small degree due to his untiring activity in showing printers that with it they could do work of a higher quality than ever before at an extraordinary decrease in the cost.

As a cost accountant Mr. Davis has no superiors. His articles in the trade papers on cost-finding and efficiency are recognized as standard, and the trade has confidence in him because it knows that before he will recommend a machine, or system, or plan of efficiency, he must try it out and learn through practical experience that his claims are borne out by the facts. Our readers may be sure that any statements Mr. Davis makes regarding the National Automatic Press will be fully justified—that, in fact, he will never claim too much. Any claim he may make he will write in the contract.

The Typothetae of Pittsburgh formally requested Mr. Davis to continue as its secretary. Realizing, however, that were he to do so would mean a great personal sacrifice, his resignation was reluctantly accepted, and the following resolutions were unaimously adopted:

Resolved, That the two years during which Mr. Davis has been Secretary of the Typothetae of Pittsburgh have been the most prosperous and have shown the greatest growth both in membership and finances of any period in the history of the association.

Resolved, That we commend and recommend Mr. Davis because of his enthusiastic work, tact, honesty, sobriety, and sterling qualities, which have served to build our Typothetae into the largest in the United States.

Be it further Resolved, That a copy of these resolutions be placed in the minutes of this organization, and that a copy be given to Mr. Davis, addressed, "To Whom It May Concern," over the seal of this organization and the signatures of its Executive Officers.

President E. J. Jennings of the National Automatic Press Co., is to be congratulated on his selection of Mr. Davis for head of the sales department.

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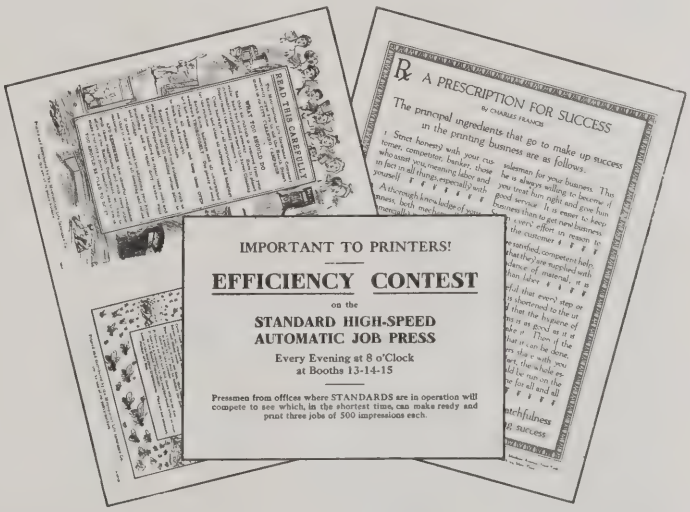
CONTEST DEMONSTRATES SHORT-RUN RANGE OF STANDARD AUTOMATIC

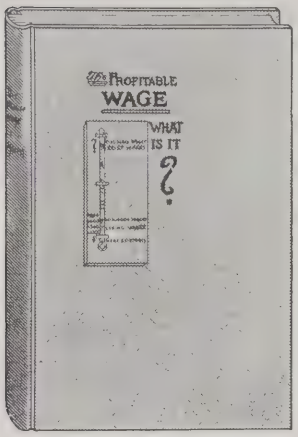
The efficiency contest held at the Printers' Exposition in New York, under the auspices of prominent representatives of the printing industry to determine how quickly jobs can be made ready on the Standard High Speed Automatic Press, brought out some convincing facts. Pressmen from different offices where Standard Job Presses are in operation competed, each one making ready and printing three jobs of 500 impressions each.


IMPORTANT TO PRINTERS!
EFFICIENCY CONTEST
on the
STANDARD HIGH-SPEED
AUTOMATIC JOB PRESS
Every Evening at 8 o'Clock
at Booths 13-14-15
Pressmen from offices where STANDARDS are in operation will compete to see which, in the shortest time, can make ready and print three jobs of 500 impressions each.
Rx A PRESCRIPTION FOR SUCCESS

The following were the prize-winners: First, Martin Delaney, average time per form, 17 minutes, 38 seconds; second, John Burke, average time per form, 18 minutes, 32 2-3 seconds; third, Charles Saunders, average time per form, 18 minutes, 58 seconds.

The three jobs are shown in reproduction. The rules of the competition required each pressman to handle the same three jobs; to put on new tympan sheets for each job, make the form ready, get an O. K. for position and quality of work and print 500 impressions of each form. The size of each job and quality of paper was different, so as to make the conditions as nearly as possible the same as they would be on the miscellaneous work of a job office.

"THE PROFITABLE WAGE"—A New Cost Book.
It Makes You Think!



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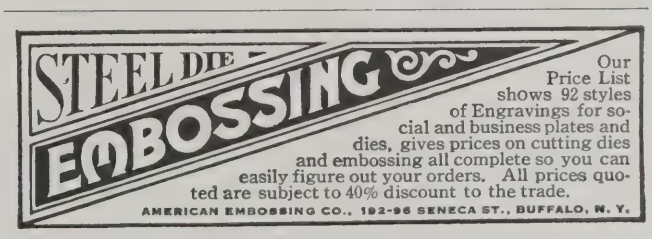
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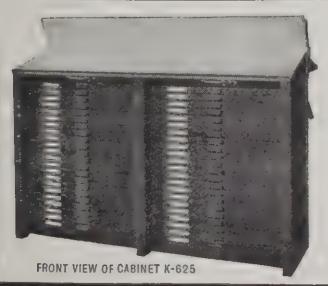
TABLE OF CONTENTS—JUNE, 1914

	Page
Book Show at Leipsic	412
Building up a Weekly in a Small Town	418
Business Management	437
Business Management — Policy and Administration	413
Business Notes	456
Cashing in on Honest Advertising	420
Committees of the 28th Annual Convention of the United Typothetae and Franklin Clubs	433
Composing-Room Efficiency	411
Co-operation of Commercial Clubs and Newspapers	426
Editor Forehanded, The	415
Editorial	434
Editorial Writing in the Home Weekly	416
Favors House Organs	428
Getting Together for Business Promotion and Higher Standards of Service	448
Ideas for Progressive Typographers and Compositors Round Table	429
Newspapers are Part of Present-Day Problem	439
Newspaper Criticism	449
Newspaper Service	436
Organization of New School of Journalism	440
Pen is Mightier than Sword or Slate	422
Personal Effort in Journalism	426
Prudence in Advertising	419
Return Card Stamped Envelope Monumental Graft and Grab	409
Review of Job Printing	441
Take Your Vacation in October in New York	433

INDEX TO ADVERTISEMENTS

	Page
Acme Staple Machine Co.	404
Advertising Convention	464
American Embossing Co.	459-463
American Type Founders Co.	397
Argus Press Clipping Bureau	405
Barnes Crosby Co.	396
Barnhart Bros. & Spindler	401
Books for Printers, Publishers and Newspaper Workers	460
J. W. Butler Paper Co.	393
Danielene Composition Co.	463
Denham Costfinding Co.	403
Gatchel and Manning	404
Globe Engraving & Electrotyping Co.	397
Goss Printing Press Co.	408
Hamilton Manufacturing Co.	Insert
Hoke Engraving Plate Co.	403
Houghton, Mifflin Co.	406
Intertype Typesetting Machine Co.	Cover
Jaenecke Printing Ink Co.	402
C. I. Johnson Mfg. Co.	407
Latham Machinery Co.	403
Fred'k H. Levey Co.	404
E. L. Megill	463
Mergenthaler Linotype Co.	395
Merriam Co., G. & C.	458
Miller Saw Trimmer Co.	405
Navarre Hotel	406
Novelty News	463
O'Donoghue, Albert	406
F. E. Okie Co.	465
Oswald Publishing Co.	463
Profitable Wage	458
Queen City Printing Ink Co.	394
Raithby Lawrence & Co.	463
Riessner, T.	458
Roosen Ptg. Ink Co.	Cover
Royle and Sons, John	405
Sanders Engraving Co.	400
Swink Printing Press Co.	402
Syracuse Smelting Co.	401
Typo Mercantile Agency	409
Wanner Machinery Co.	458
Want and For Sale Adv.	459
Weekly Ptg. Trade News	404
Wood & Nathan Co.	398-9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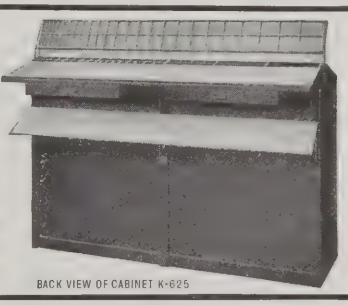
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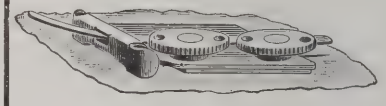

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$1.25 set of 3 with extra tongues.

ART CALENDAR BACKS!
WALL POCKETS! ART BLOTTERS!
FANS! RULES! NOVELTIES!
PICTURE, PAPER & PRINTED SPECIALTIES

Buy your wholesale supplies direct of the Manufacturers and Importers 'First hands tipped to you for Everything in Advertising, Souvenir and Premium Goods." Free Buyers' Information Service. We will tell you where to obtain anything you are in need of in *your* field, or *ours.*

The Novelty News, 336 Quincy Street, Chicago

$2 a year; 20 cents a copy; *No Free Samples.* Subscribe today and get 192-page book, "The Premium System of Forcing Sales: Its Principles, Laws and Uses" **FREE!**

Printers' Ready Reckoner

Showing at a glance the cost of stock used on job work, the quantity of stock required for jobs of from 50 to 100,000 copies, the quantity of paper needed for 1000 copies of a book in any form, from octavo to 32mo, and other valuable tables. Price 50 cents. Fourth edition, enlarged.

National Printer-Journalist, Station X, Chicago

ENGRAVED Cards & Wedding Invitations
OUR PRICE LIST SHOWS 92 STYLES OF ENGRAVINGS FOR SOCIAL & BUSINESS PLATES AND DIES, GIVES PRICES ON CUTTING DIES AND EMBOSSING ALL COMPLETE SO YOU CAN EASILY FIGURE OUT YOUR ORDERS. ALL PRICES QUOTED ARE SUBJECT TO 40% DISCOUNT TO THE TRADE.
AMERICAN EMBOSSING CO., 192-94 SENECA ST., BUFFALO, N. Y.

TAKE YOUR VACATION IN OCTOBER!

All Roads for Printers Lead to New York in October

OCTOBER 6, 7, and 8, at the Waldorf-Astoria, New York, there will be held a great meeting of owners of printing plants, coming from all sections of the country. Most of these will attend to listen to the papers and discussion of them. The subjects will deal with the important problems in the conduct of a successful printing business.

Open to All Printers

Except for an executive session on the last day this convention of the United Typothetae and Franklin Clubs of America is open to all printers whether they are members of the great national printers' association or not. It is, in fact, a gathering for the uplift of the whole trade and every printer will be welcome. Therefore the printers of New York ask every printer to lay plans to visit the metropolis at this opportune time, when special railroad rates will be arranged and provision made to show each attendant at the convention the sights of the great city—sights that thousands of people from all over the world come to view at least once in their lifetime.

See the Sights of the Great City

Without interference with the convention and the important discussions of trade matters therein there will be sightseeing tours by "rubberneck" automobiles and "round-the-island" yachts and visits to the art galleries, the splendid libraries, the great skyscrapers, the mammoth bridges, the wonderful subways, the magnificent hotels, etc.

Bring the Ladies Also

New York printers invite you to come and bring the ladies of your families, who will be entertained by a Ladies' Reception Committee.

Raise your salary this week and keep it raised till October, thus making certain to attend the first national printers' convention held in New York in twenty-eight years

F. E. OKIE COMPANY

High Grade Lithographic and Typographic

Printing Inks

Branch Office:
40 St. John Street
LONDON, E. C., ENGLAND

127 South Second Street
PHILADELPHIA, U. S. A.

F. E. OKIE, President
F. B. OKIE, Sec'y. and Treas

The Sun Never Sets on Our 40 Cent Ink. It is used all over the world. It has the best value for the price of any black ink on the market. It is a 75c ink trimmed down to meet popular demands. All its value is there and the printer gets it. Our 25c magazine black is built on the same lines, has the same fine working qualities. We have cover inks that cover. White that is white. Specify 1061 Red for the finest brilliant red ink made. Black Diamond News, cleanest news on the market.

National Printer-Journalist Directory

Of Reliable Houses in Ink, Paper, Type, Printing Machinery and Supplies, and Related Lines.

RATES: One line one year, three dollars; each additional line, two dollars; twenty-five cents a line single insertion.

Bookbinder's Leather and Cloth

GARNER THOMAS & Co., Mfr's., 181 William St., and 22 Spruce St., New York, N. Y.

Chalk Engraving Plates

HOKE ENGRAVING PLATE Co., 304 North Third St., St. Louis, Mo.

Folding Machinery

DEXTER FOLDER Co., 200 Fifth Ave., New York; 315 Dearborn St., Chicago; 185 Summer St., Boston. Factory, Pearl River, New York.

BROWN FOLDING MACHINE Co., Erie, Pa.

NATIONAL MACHINERY Co., Hartford, Conn.

Ink Manufacturers

THE QUEEN CITY PRINTING INK Co., Cincinnati; Chicago, Boston, Philadelphia.

SIGMUND ULLMAN Co., New York City, and Chicago, Ill.

THALMANN PRINTING INK Co., St. Louis, Mo. Branches—Chicago, Kansas City, Omaha, Dallas.

BUFFALO PRINTING INK Co., Buffalo, New York.

THE AULT & WIBORG Co., Cincinnati; New York, Chicago, St. Louis, Buffalo, etc.

F. E. OKIE Co., 124 Kenton Place, Philadelphia, Pa.

Brass Type

AMERICAN TYPE FOUNDERS Co. (See Type Founders.)

Linotype Supplies

PRINTERS' SUPPLY Co., 23 Duane St., New York. L. D. Dooley, Mgr.

Lino-Typewriter

BUCKNOR LINO-TYPEWRITER Co., Oakland, Cal. Typewriter and Linotype keyboard (for printers and Linotype operators). You've wanted it for years! Here it is! Cash or payments.

Paper Cutters

AMERICAN TYPE FOUNDERS Co. (See Type Founders.)

CHANDLER & PRICE Co., Cleveland, Ohio

CHALLENGE MACHINERY Co. Factory, Grand Haven, Mich. Warehouse and salesrooms, 104-106 Fifth Ave., Chicago, Ill

OSWEGO MACHINE WORKS, Oswego, N. Y. Cutters exclusively. The Oswego—The Brown & Carver—The Ontario.

PAUL SCHNIEDEWEND & Co., Chicago, Ill Manufacturers Reliance Paper Cutters.

PAVYER PRINTING MACHINE WORKS, 600-602-604 South Broadway, St. Louis, Mo

Printers' Rollers and Composition

BUCKIE PRINTERS' ROLLER Co., Chicago, Ill.; Detroit, Mich.; St. Paul, Minn.

SAM'L BINGHAM'S SON MFG. Co., Chicago Pittsburgh, St. Louis, Kansas City, Atlanta, Indianapolis, Minneapolis, Milwaukee, Dallas.

WILD & STEVENS, Incorporated, No. 5 Purchase St., Boston, Mass.

Rebuilt Printing—Bookbinding Machinery

RICHARD PRESTON, 167 F. Oliver St., Boston. Send for list.

Wood Goods

AMERICAN TYPE FOUNDERS Co. (See Type Founders.)

Wood Type

HAMILTON MANUFACTURING Co., main office and factory, Two Rivers, Wis; eastern factory and warehouse, Rahway, N. J. Manufactures of wood type cases, cabinets, galleys, etc.

Wire Stitchers

AMERICAN TYPE FOUNDERS Co. (See Type Founders.)

Printing Presses

AMERICAN TYPE FOUNDERS Co. (See Type Founders.)

THE CHANDLER & PRICE Co., Cleveland, Ohio. Mfrs. of the celebrated C. & P. Gordon Press.

BABCOCK PRINTING PRESS AND MANUFACTURING Co., THE, New London, Conn. Barnhart Bros. & Spindler, general western agents, 183-187 Monroe St., Chicago.

DUPLEX PRINTING PRESS Co., Battle Creek, Mich. Flat-bed perfecting presses.

MIEHLE PRINTING PRESS AND MANUFACTURING Co., main office and factory, 14th and Robey Sts., Chicago.

GOSS PRINTING PRESS Co., Sixteenth and Ashland Ave., Chicago, Manufacturers of newspaper perfecting presses and special rotary printing machinery.

C. B. COTTRELL & SONS, 41 Park Row, New York. 279 Dearborn St., Chicago, Ill

CHALLENGE MACHINERY Co., Grand Haven, Mich. Mfr's Stonemetx Two-Revolution Presses.

WALTER SCOTT & Co., Plainfield, N. J.

KEYSTONE TYPE FOUNDRY, Philadelphia New York, Chicago, Detroit, Atlanta San Francisco. Selling Agents for Cottrell Two-Revolution and Drum Cylinder Presses.

Job Printing Presses

AMERICAN TYPE FOUNDERS Co. (See Type Founders)

Printing Machinery

AMERICAN TYPE FOUNDERS Co. (See Type Founders.)

C. FRANK BOUGHTON, Successor to Van Allen & Boughton, 17-23 Rose Street, New York. Rebuilt Printing Presses of standard makes. I own what I offer for sale and guarantee efficiency. Illustrations and details will be furnished on application.

F. WESEL MANUFACTURING Co., 70-80 Cranberry St., Brooklyn, New York.

H. B. ROUSE & Co., 61-63 Ward St., Chicago, Ill. Printers' materials, job sticks, etc.

KEYSTONE TYPE FOUNDRY, Philadelphia. New York, Chicago, Detroit, Atlanta San Francisco. Printing Machinery and supplies.

PAVYER PRINTING MACHINE WORKS, 600-602-604 S. Broadway St., St. Louis, Mo.

THE ACME STAPLE MACHINE Co., 112 North Ninth St., Camden, N. J.

WANNER MACHINERY Co., A. F. Wanner, Prop. New and Rebuilt Machinery carried in stock. Newspaper Presses in all styles. 703 S. Dearborn St.

MASON & MOORE, 30 E. 4th St., New York. Write for list Rebuilt Presses, Cutters, etc.

Motors for Printing Machinery

JENNY ELECTRIC MFG. Co., Indianapolis, Ind. Motor Specialties for printers and engravers.

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R. A. HART, Battle Creek, Mich., job presses, counters, $3.00; joggers, $15 and up.

Printers' Supplies

AMERICAN TYPE FOUNDERS Co. (See Type Founders.)

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HENRY LINDENMEYR & SON, 32-34-36 Bleecker St., New York, N. Y.

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WM. A. FORCE & COMPANY, INC. New York and Chicago. Numbering Machines of every description.

WETTER TYPOGRAPHIC NUMBERING MACHINE Co. Machines to print and number at one time. 331-341 Classon Ave., Brooklyn, N. Y. Sold by all dealers.

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BARNES-CROSBY Co., 215 Madison St., Chicago, Ill.

ESSEX ENGRAVING Co., 234-236 Congress St., Boston, Mass.

GLOBE ENGRAVING & ELECTRO. Co., 701 S Dearborn St., Chicago, Ill.

SANDERS ENGRAVING Co. 721 Olive St., St. Louis, Mo.

GATCHEL & MANNING, 27-41 S. Sixth St., Philadelphia, Pa.

MANZ ENGRAVING COMPANY, E. Ravenswood Park and Irving Park Boul. Sales Office, 75 Monroe St., Chicago, Ill.

JUERGENS BROS. Co., 167 Adams St., Chicago, Ill.

ELECTRO LIGHT ENGRAVNG Co., Scott & Browne Building, 411-415 Pearl St New York City.

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AMERICAN TYPE FOUNDERS Co. (See Type Founders.)

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E. S. HANSON, 925 Linden Ave., Wilmette, Ill. Cover all ordinary rules of style Ten cents each: 3 for 25 cents.

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MERGENTHALER LINOTYPE Co., Tribune Bldg., New York, N. Y.

WOOD & NATHAN Co., 1 Madison Ave., New York, N. Y.

LANSTON MONOTYPE Co., 1231 Callowhill St., Philadelphia, Pa.

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AMERICAN TYPE FOUNDERS Co., original designs, greatest output, most complete selection. Send to nearest house for latest type specimens. Houses—Boston 270 Congress St.; New York, 2 Duane St.; Philadelphia, 17 S. Sixth St.; Baltimore, 215 Guilford Ave.; Richmond, 1320 E. Franklin St.; Buffalo, 45 N. Division St.; Pittsburgh, 323 Third Ave.; Cleveland, 15 St. Clair Ave., N. E.; Cincinnati, 646 Main St.; St. Louis, 23 S. Ninth St.; Chicago, 210 W. Monroe St.; Detroit, 43 W. Congress St.; Kansas City, 602 Delaware St.; Minneapolis, 419 Fourth St., So.; Denver, 1621 Blake St.; Dallas, 2024 Commerce St.; Los Angeles, 121 N. Broadway; San Francisco, 820 Mission St.; Portland, 92 Front St.; Spokane, 340 Sprague Ave.; Vancouver, 1086 Homer Ave.

BARNHART BROS. & SPINDLER, Chicago, Ill.

KEYSTONE TYPE FOUNDRY, Philadelphia New York, Chicago, Detroit, Atlanta San Francisco

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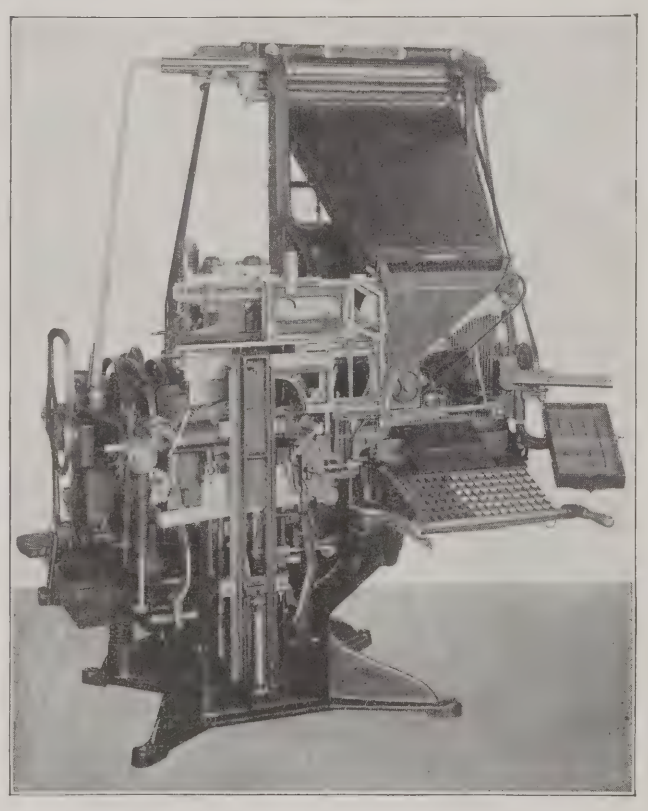
FIDELITY METAL Co., Jewell and Calyer Streets, Brooklyn, N. Y.

THE INTERTYPE

We Say It Yet and Again: "A Better Machine!"

Not in one, but in every particular, we are proving our claims that the Model A INTERTYPE is the most efficient single-composing machine sold to-day.



Price $2,150

on easy terms.

A Still Better Machine Model B Intertype

A simplified 2-magazine machine, now being sold for delivery in July.

Price $2,750

on easy terms.

We have on our list all models of Linotypes for sale, users wishing to dispose of them so they can install INTERTYPES.

INTERNATIONAL TYPESETTING MACHINE CO.

RAND-McNALLY BLDG.

C. D. Montgomery, Manager — CHICAGO, ILLINOIS

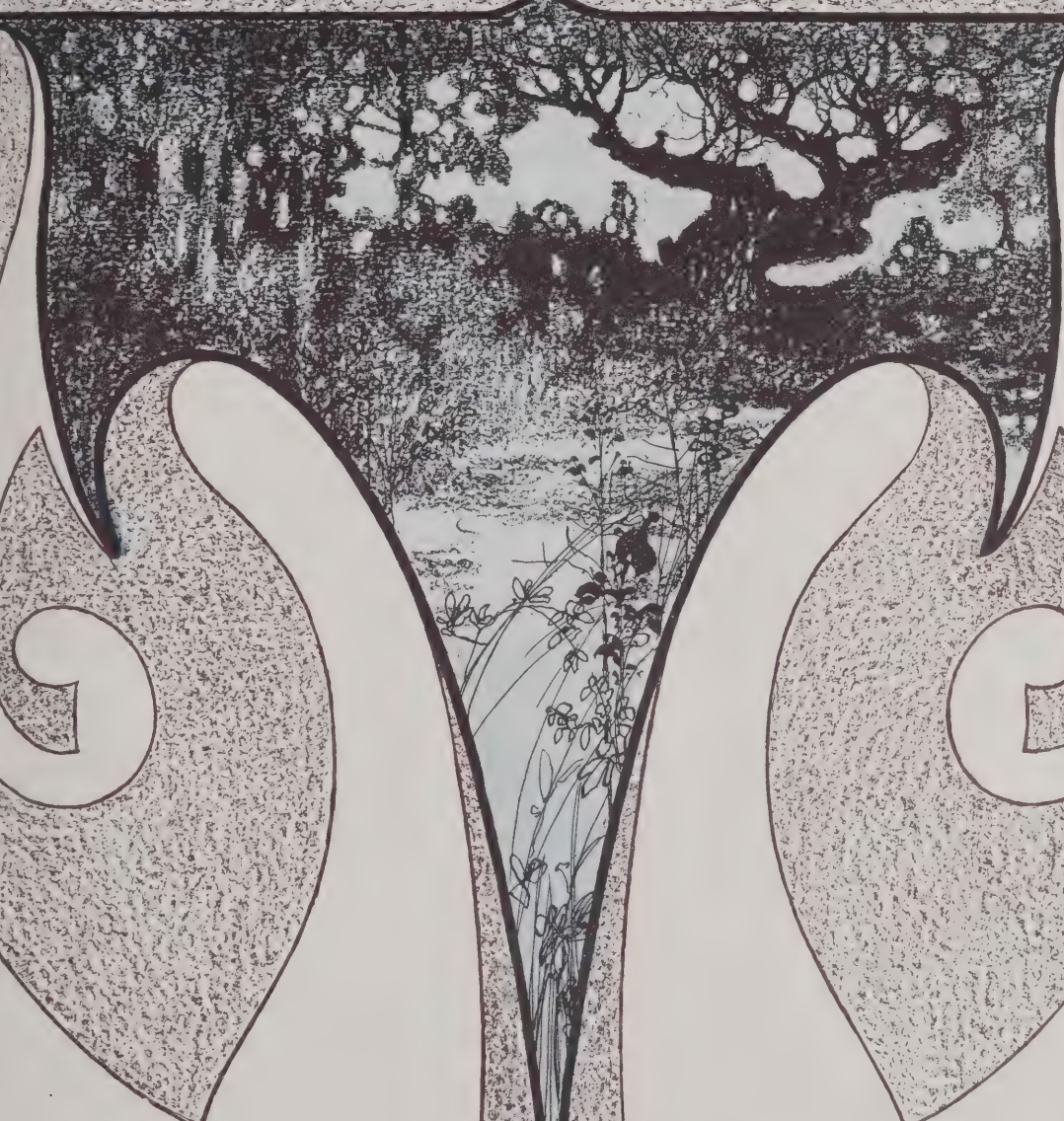
Vol. 32

"It is the best and biggest business in which any human being can engage."—*Rev. Washington Gladden, D. D.*

No. 7

NATIONAL PRINTER-JOURNALIST

A World-Wide School of Newspaper Making and Printing



Chicago Illinois

JULY 1914

There is a Great Satisfaction
to the Printer in

Smooth Working Ink

The Black Ink which produces that Rich, Dense Effect, dries perfectly and requires no slip-sheeting, adds much to the comfort of the Printer, as well as to the character of his work.

Roosen's Blacks Will Do It

For *Colored Inks* of all grades and shades
—Buy Roosen's.

Price and Quality Talks

New Machinery
added to our *Chicago Branch* and a Large Stock carried there, enables us to make immediate deliveries to all convenient territory.

H. D. Roosen Company

Chicago: 619 So. Clark St. Brooklyn: 78-84 Twentieth St.
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BUTLER BRANDS
PAPER
THE BEST
BUTLER BRANDS
PAPER
SCIENCE PRESENTS THE
STANDARD TO THE WORLD
J.W.BUTLER
PAPER COMPANY
CHICAGO

THIS SCENE REPRESENTS

"A FOOTLESS STOCKING WITHOUT A.....LEG"

AND IS
PRINTED WITH

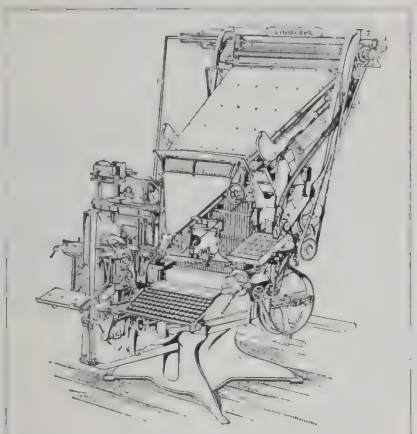
THE ONLY KIND OF INK WHICH DRIES AND SETS FASTER
THAN SPEEDLIMIT BLACK INK

MANUFACTURED
BY

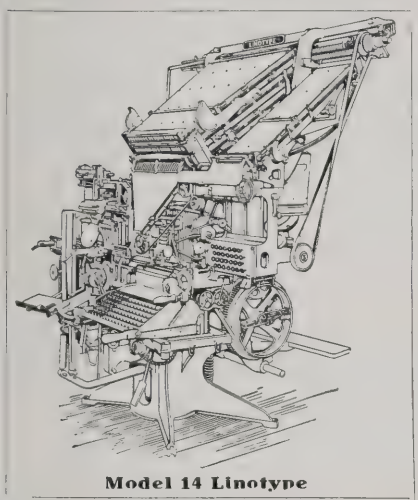
THE QUEEN CITY PRINTING INK CO.

	CINCINNATI	
BOSTON	DETROIT	MINNEAPOLIS
PHILADELPHIA	CHICAGO	KANSAS CITY
ROCHESTER	ST. PAUL	DALLAS

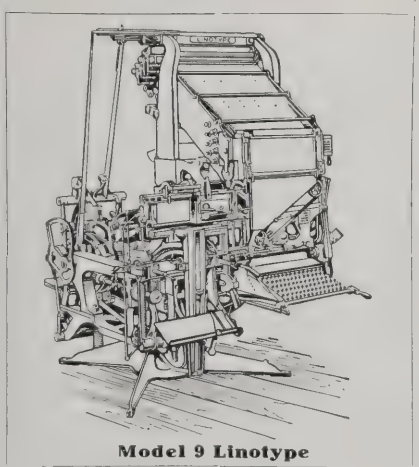
QUALITY REGARDLESS OF EXPENSE



Model 8 Linotype



Model 14 Linotype



Model 9 Linotype

The few printers who have customers who demand

Quality Regardless of Expense

can afford to humor them by setting editions de luxe by hand.

But when it becomes a competitive proposition

Quality with Speed and Economy

must be considered.

No other kind of composing machine can produce *Quality Composition* with the speed and economy of the

LINOTYPE

No other composing machine can produce any better machine composition than the best Linotype Composition.

TO PRODUCE QUALITY WITH ECONOMY

ONE MUST USE THE LINOTYPE

MERGENTHALER LINOTYPE COMPANY

Tribune Building, New York

CHICAGO
1100 S. Wabash Ave.

SAN FRANCISCO
638-646 Sacramento St.

NEW ORLEANS
549 Baronne St.

TORONTO: Canadian Linotype, Limited, 35 Lombard St.

Here Are a Few Barnes-Crosby Ideas Applied To Its Own Business

DURING the past year Barnes-Crosby Company has done more advertising than all the other engraving interests in the country put together.

In newspapers, magazines and by direct mailing of booklets and folders, it has succeeded in doing for itself just what it can do for you and for any man with something to sell.

The pictures which border this page show a part of the folders, portfolios and booklets which have been issued by Barnes-Crosby Company during the past year—to spread the message of good engraving and good illustrating to every advertiser in the country.

We have a small quantity of each of the booklets we have shown which will be sent to you upon the receipt of your request, written on your own letterhead.

Day and Night Service

Barnes-Crosby Company

E. W. HOUSER, President

Artists : Engravers : Catalog and Color Plate Makers

226 W. Madison St., Chicago 11th and Locust Sts., St. Louis

Branch Offices in Principal Cities

Type-Metals of Consistent Dependability

EXAMINE THE GRAIN!

Note its compactness—its uniform texture—the even tone throughout

STANLEY PROCESS TYPE-METALS

are capable of tremendously long runs; the faces come up clear and sharp; the metal flows as easily as quicksilver and can be remelted indefinitely without impairment. *There isn't a type-metal made that can stand comparison with Stanley Process Type-Metals in a single essential phase.* Test this assertion by sending an approval order this day.

PRICES FOR MAY 1, o. b. N. Y.

Linotype	7¼c	Stereotype	7½c
Combination	7¾c	Electrotype	5½c
Nonpareil Monotype	10¾c	Standard Monotype	8¼c
Intertype	7⅜c		

Write for a handy paperweight free, and let us put you on our monthly price-mailing list

SYRACUSE SMELTING WORKS

147-153 Jewell St. Brooklyn Borough New York City

BRANCHES AT

932 First Ave. S., Seattle, Wash.
Fremont St., San Francisco, Cal
42 Second St., Portland, Ore.
19th & Pacific Ave., Tacoma, Wash
127 Marietta St., Atlanta, Ga.
Railroad Ave. & Monroe St., Spokane, Wash

"Globetypes" are machine etched halftones and electros from halftones by an exclusive process
Nickelsteel "Globetypes" are the supreme achievement in duplicating printing plates.

Telephone, Harrison 5260-5261-5262 All Departments

This NICKELSTEEL "GLOBETYPE" has been used in every issue of the National Printer-Journalist since October, 1912. Note that the printing quality does not show perceptible deterioration.

LON SANDERS
CANDIDATE

for your Engravings—I know how to make the kind to bring success—Engravings for Cards, Newspapers, Books and Circulars

WRITE ME AT SANDERS ENGRAVING CO., 221 OLIVE ST., ST. LOUIS, MO.

CHICAGO | NEW YORK | ST. LOUIS | WASHINGTON

Superior Copper-Mixed Metal Type

Prints clearer and lasts longer than any other made. Every face, style, font and letter is uniformly deep cut, quality being first consideration and cost secondary.

Our type is Point set, Point line and Point body. We cast 24-point and larger Italics in an offset mold, hence they are supported from foot to face and cannot break off on press or in the stereotyping process.

DALLAS | SEATTLE

We have many pretty borders and ornaments suitable for fine work.

We are always at your service with suggestions based on our long experience whenever you desire our opinion on anything in our line. Call and see our extensive displays or write for information.

Barnhart Brothers & Spindler

We Manufacture

Superior Copper-Mixed Body and Job Type
Weight Fonts of Job Type
Borders and Ornaments
All-Brass News Sticks
Brass Type Line Gauges
Electric-Welded Steel Chases, Job, Cylinder and Stereotype

Form Racks and Trucks
Imposing Surfaces
Semi-Steel Bookbinders' Lettering Pallets

KANSAS CITY | OMAHA | ST. PAUL

Combination Borders—Brass Rule and Brass Rule Specialties Brass and Copper Thin Spaces—All-Brass Galleys, Complete Line—Leads, Slugs and Metal Furniture—Cast-Iron Furniture ("The kind with the hump")—Electrotype Cuts and Headings, Date Lines, Etc.—Linotype and Monotype Metal Furnaces—All-Steel Tableting Presses—Auxiliary Grippers for Job Presses—Job Press Breaks—Type High Gauges and Quoin Keys

What the Purchaser says about

Johnsonized Printing Machinery

From the Sauk Center, (Minn.) Herald
June 4th, 1914

"This week's Herald is printed on a two revolution, front delivery Cottrell Press, purchased of C. I. Johnson Manufacturing Company, St. Paul. This company has the reputation of never sending out a machine until it is in perfect running order. The editor of the Herald has purchased several machines of this company in the past twenty years and has yet to secure a poor press.

Asa M. Wallace."

After all it is the customer who has the final word and its what he thinks and says that makes or breaks any concern in business. The C. I. Johnson Manufacturing Company trys to retain the good will of every customer.

Better see the Firm of Practical Men when you are in the market for Printing Machinery.

C. I. Johnson Manufacturing Company

The Independent Printers Supply House

Hansen Type

Saint Paul, Minnesota

THIS ADV. SET IN HANSEN CASLON LIGHT FACE, FULL FACE AND CONDENSED

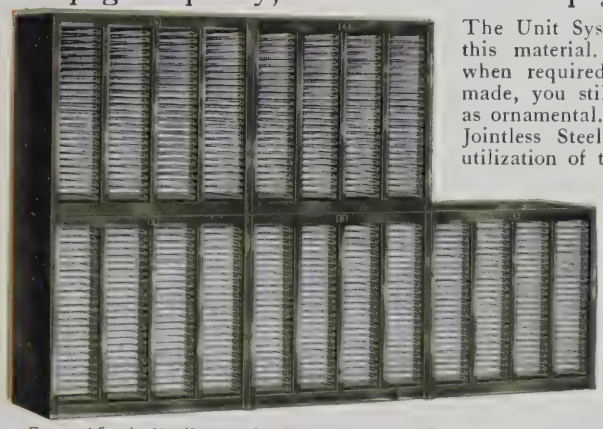
EGG AND DART BORDER

Hamilton Steel Galley Cabinet No. 657

(Made only in Single Units as shown)

Price complete with 100 Hamilton Steel Jointless Galleys 8¾ x 13 inches inside **$55.00**

THE storage of standing matter on galleys (one page to each galley) is one of the results of a co-operative study of methods to reduce costs in Composing Rooms. C. P. Carl of the J. B. Savage Company, Cleveland, Ohio, originated the idea. The Hamilton Manufacturing Co. has perfected it, and now offers its most recent addition to equipment for galley storage—a Steel Galley Cabinet Unit complete in itself, or in combination of several Units. One Unit—100 page capacity; three Units—300 pages, etc.



Group of 5 units Hamilton Steel Galley Cabinet No. 657; depth 15 inches, height 77 inches, length 126 inches. Capacity 500 8¾ x 13 Galleys.

The Unit System of galley storage is the logical method of handling this material. Units may be purchased in quantity as desired and when required. Each Unit is complete in itself and as additions are made, you still have practically one piece of furniture, useful as well as ornamental. The new Hamilton Unit combined with the Hamilton Jointless Steel Galley points the way to a practical and economical utilization of the modern galley storage system.

The height of this Unit Galley Cabinet is 38½ inches and when four units are placed end to end and back to back surmounted by a Hamilton Iron Imposing Surface, the arrangement provides a convenient piece of furniture for either a Newspaper or Job Office; being available either as an extra Imposing Table or for the storage of standing live matter. Each unit is provided with a classifying letter, and the galley compartments are numbered consecutively from 1 to 100 with large readable figures ⅜ of an inch in height, providing a simple indexing of the Cabinet.

Hamilton Steel Galley Cabinet Units are carried in stock at Two Rivers and our Eastern Warehouse at Rahway, N. J.; also by prominent typefounders and dealers.

Let us help you solve your Composing Room problems
Our experience of 33 years is yours for the asking

THE HAMILTON MANUFACTURING CO.

Main Offices and Factories, TWO RIVERS, WIS. **Eastern Offices and Warehouse, RAHWAY, N. J.**

Hamilton Goods are carried in stock and sold by all prominent Typefounders and Dealers

Hamilton Steel Galleys

Cold Pressed – Jointless

These galleys represent the greatest improvement ever made in the construction of printers' galleys, providing the printer with a serviceable galley at a price as low as the poorest galley on the market, the actual working qualities surpassing the highest priced galley ever made.

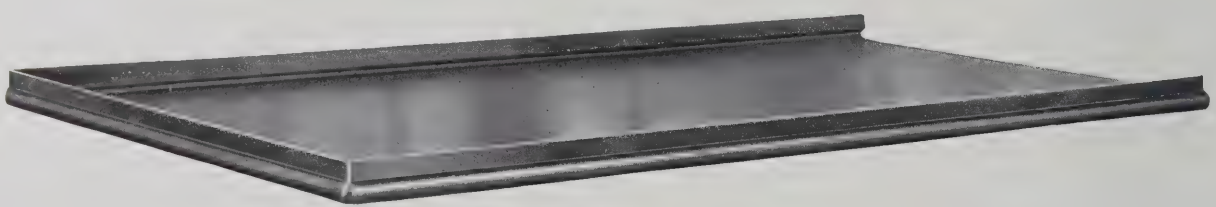
The Hamilton Jointless Steel Galley meets the growing demand for a really practical high grade galley at moderate prices—a galley that can be used in large quantities in connection with the modern system of storing matter on galleys (one page to a galley) instead of on letterboards. This galley when combined with the Unit Storage Cabinet doubles the efficiency and will save thousands of dollars to every large printing plant where the equipment is installed.

The sides and end walls and the corners are seamless and unbreakable. This galley is something new; something better; something cheaper, quality considered, than any galley heretofore obtainable. It is a galley of quality plus utility. Look for the name on every galley.

Modern Proof Presses with a fixed distance between bed and cylinder require galleys of uniform thickness; otherwise much time is lost in taking proofs. The Hamilton stamped steel galley is pressed from a single flat sheet of metal of one standard thickness for all sizes—namely, 18 gauge or fifty thousandths of an inch. These galleys contain approximately 25% more metal than storage galleys with which most printers have been familiar. This uniformity in thickness assures proofing satisfaction on the modern proof press.

Send for a free sample Galley—a convenient novelty for your desk.

This Hamilton process of Cold-pressing a complete and finished Galley, from a single piece of high grade special analysis steel, without joints, not only supplies a more rigid mechanically perfect Galley than the old-fashioned process, but enables us to supply



THE HAMILTON GALLEY

at one-fourth the cost of old fashioned Brass Galleys and at no higher cost than the ordinary Galley with pieced corners.

Hamilton Steel Cabinets

There is an All-Steel Interchangeable Hamilton Cabinet suitable for every Composing Room need. They cost little more than Wood Cabinets. Let us send you full details on this Modern Composing Room equipment.

Hamilton Wood Type

We are the largest manufacturers in the world of end grain wood type cut on Rock Maple. Height guaranteed uniform on point system. Send for wood type catalogue, circulars, etc. They will be sent free upon request.

THE HAMILTON MANUFACTURING CO.

Main Offices and Factories, TWO RIVERS, WIS. **Eastern Offices and Warehouse, RAHWAY, N. J.**

Hamilton Goods are carried in stock and sold by all Prominent Typefounders and Dealers Everywhere

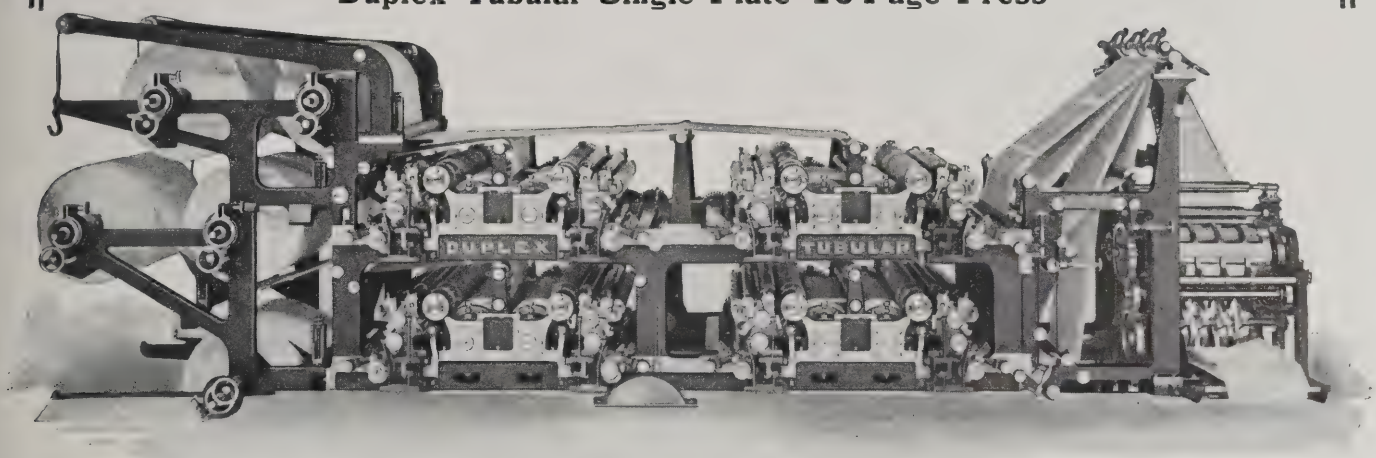
Have You Seen This Press in Operation?
Have You Examined the Product?

If you have, you know that the printing is equal to the best done on presses with two, four, or any other number of plates around the cylinders.

Remember, the Duplex revolutionized flat-bed newspaper presses. Now it is revolutionizing rotary presses.

Running at the same speed, it **doubles the product** of other machines carrying the same number of plates.

Duplex Tubular Single Plate 16-Page Press



Speed: 30,000 per hour of 4, 6, 8, 10, 12, 14 and 16-page papers. Any section may be used as a color section if desired.

All with single plates, straight run and book fold. Self-contained paper roll hoist and Duplex High Speed Folder.

How Other Press Manufacturers Regard the Duplex Tubular

The Fourth Estate, in its issue of February 28, 1914, published the following:

By OSCAR ROESEN

"Although improved in many ways for accessibility and practical purposes, the press" [speaking of newspaper presses in general] " is about the same to-day as it was many years ago. * * *

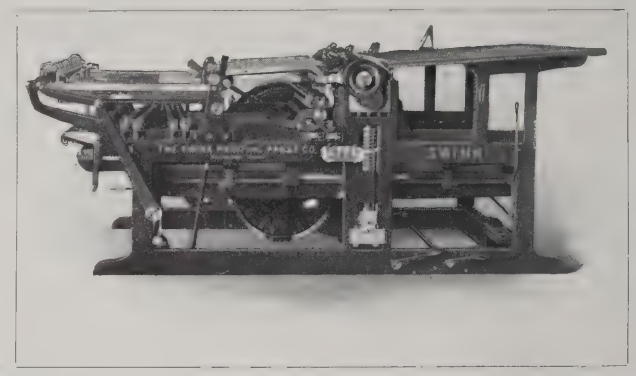
"A NEW and NOVEL FEATURE, however, has been introduced in the printing press by Henry Bechman, of Battle Creek. His idea of using a SINGLE TUBULAR PLATE instead of the stereotype plates in use at present, which only cover one-half of the plate cylinders, is certainly an IMPROVEMENT and a RADICAL CHANGE in the construction of the press."

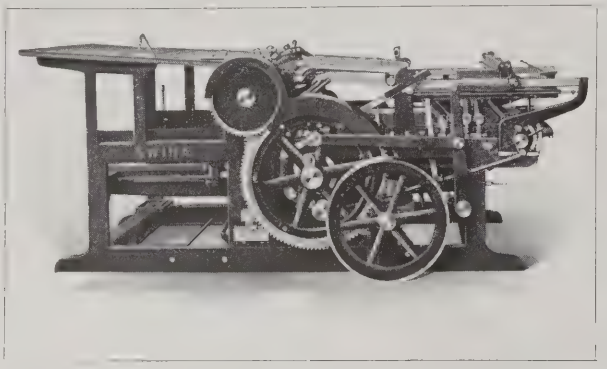
Mr. Roesen is recognized as one of the foremost printing press experts. He has been in the printing press business for nearly fifty years and is personally known to all the largest publishers in this country, England and Australia. What he says should command the attention ot every thoughtful publisher.

NEW YORK OFFICE:
WORLD BUILDING

THE DUPLEX PRINTING PRESS COMPANY
BATTLE CREEK, MICHIGAN

EVERY time you print a 25x38 sheet on a large press you lose money. You lose in the power consumed and in the floor space occupied. You lose in depreciation and you sacrifice a portion of the interest on your investment. You lose in the time required to make ready and to wash up. You lose in the slower movement of the press.





No matter how you figure it—you lose. How can you hope to increase your profits when you waste the very things that make profits—time and production.

The SWINK press is made to print a 25 x 38 sheet.

The Swink Printing Press Company, Factory and General Office **DELPHOS, OHIO**

PRACTICE ECONOMY

by using

JAENECKE'S MATCHLESS INKS

Standard for almost three quarters of a century

THE JAENECKE PRINTING INK CO.

NEWARK, N. J.

New York Chicago Philadelphia St. Louis
Baltimore Detroit Pittsburg

STANDARD HIGH SPEED AUTOMATIC JOB PRESS

THE JOB PRESS THAT AUTOMATICALLY PRINTS TWO SEPARATE JOBS AT THE SAME TIME

AT THE NEW YORK PRINTERS' EXPOSITION

18 Forms were made-ready on the STANDARD HIGH-SPEED AUTOMATIC JOB PRESS in less than ten minutes per form.

9 Forms were made-ready in less than eight and one-half minutes per form.

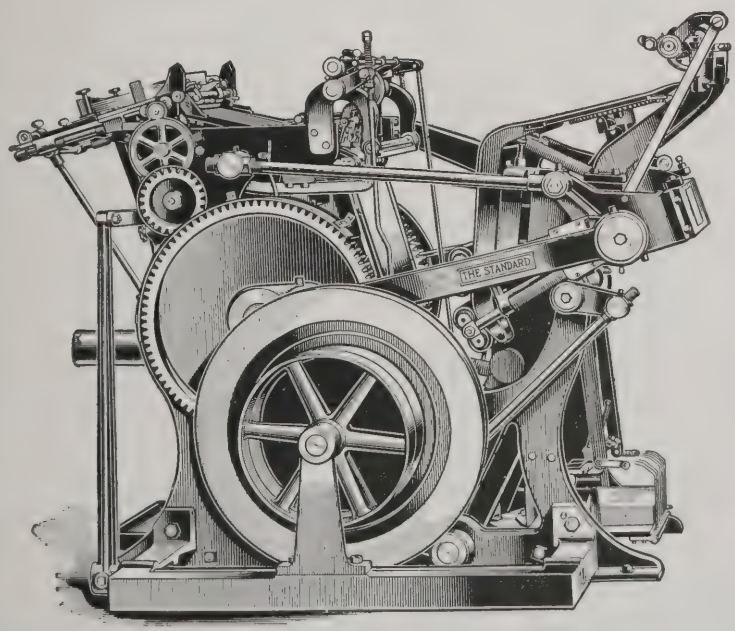
18 Runs of 500 each were made-ready and printed in less than twenty minutes each.

9 Runs of 500 each were made-ready and printed in less than eighteen and one-half minutes each.

It is not necessary to have all long runs to make the STANDARD profitable.

Any printer with enough work for three or four hand-fed job presses will find the STANDARD an exceptionally profitable investment.

Over 40 per cent of our sales are to repeat-order customers.



Floor space 4¾x8 ft.—weight 4,200 lbs.

---

5 per cent discount for all cash or sold on easy terms.

WOOD & NATHAN COMPANY

Sole Selling Agent

STANDARD HIGH-SPEED AUTOMATIC JOB PRESS

1 Madison Avenue, New York

A GOOD STAPLING MACHINE

Is a Convenience and an Economy in Every Printing Office.

ACME No. 6

PRICE $40.

It is an absolute necessity to every printing office that does not have a wire stitcher.

The Acme Binder No. 6

is a good stapling machine It has stood the test for years and has been improved through practical experience with the demands of printing offices. A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

The Acme leads them all and is for sale by Printers' Supply Houses throughout the United States. For further and full particulars write

THE ACME STAPLE MACHINE CO.,
112 NORTH NINTH ST. - - CAMDEN, N. J.
Progress Typewriter Supply Co., Ltd., London, England, European Agents.

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NEW YORK

MANUFACTURERS OF

HIGH GRADE

PRINTING INKS

WE make a specialty of Inks for Magazine and Catalogue work. *The Ladies' Home Journal, Saturday Evening Post, Scribners, McClures, Cosmopolitan, Woman's Home Companion, Strand, American, Frank Leslie's Publications, Review of Reviews,* and many others, are printed with Inks made by us. Our Colored Inks for Process Printing, both wet and dry, are pronounced by Expert Printers

THE BEST MADE

FRED'K H. LEVEY, President — CHAS. BISPHAM LEVEY, Treasurer
CHAS. E. NEWTON, Vice-President — WM. S. BATE, Secretary

NEW YORK, 59 Beekman St. — CHICAGO, 505-7-9 S. LaSalle St
SAN FRANCISCO, 545 Clay St. — SEATTLE, Armour Bldg.

Pre-Inventory Sale

In order to clean up before inventory we are offering the following machines at greatly reduced prices. These machines have been thoroughly overhauled and are guaranteed in good working order. Take advantage of this now and be ready for the fall rush of business.

Write us for prices and terms

Wire Stitchers, all sizes

Morrison — Brehmer
New Jersey — National
Boston — Thompson
Donnell — Rosback

Punching Machines, Foot and Power

Tatum — Nelson
Rosback — Sheridan
Stimpson — Sterling
Reliance — Printers

Perforators, Foot and Power

Burton Rotary — Stimpson
National Rotary — Hickok
Rosback — Black & Clawson
Franklin

Paging and Numbering Machines
Foot and Power

Champion — Hickok
White — Hoole

Staplers

Yarger — Acme
Boston — Lightning
Hardenbrook — Perfection

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Hickok — Donnell
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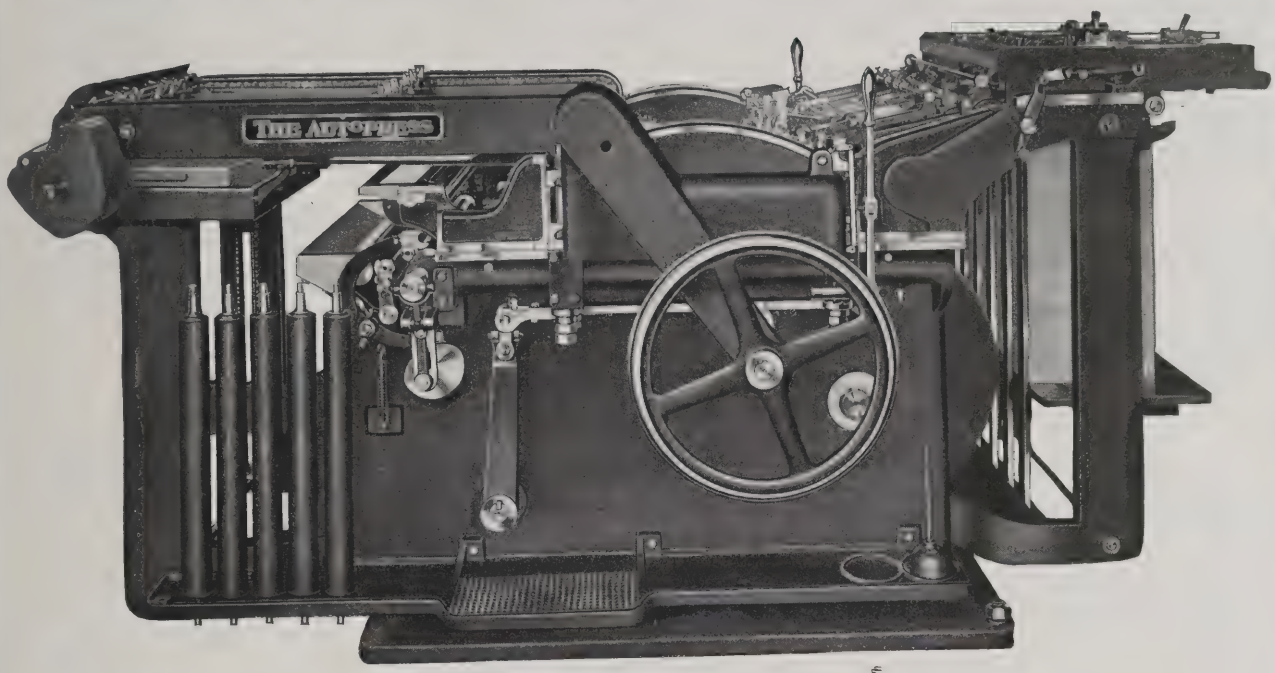
Sheridan — Semple — Ellis
Sanborn Roller Backer

LATHAM MACHINERY CO.
306-312 S. Canal St.
CHICAGO, ILL.
NEW YORK 124 White St. — BOSTON 130 Pearl St.

SILENT SPEED

UNIVERSAL UTILITY



WE believe that the Model CC Autopress, shown above, has the most Universal Utility of any fast press ever offered to the printing fraternity.

It will feed and deliver automatically any stock not extremely rough, from french folio to 22 x 28, 120 lb card, in any size from $3\frac{1}{2}$ x $5\frac{1}{2}$ up to 14 x 20. Very rough stock can be handled with semi-automatic feed.

The above range of work covers 90% of all printing in the average shop.

The Autopress is NOT a specialty press.

It prints almost anything within its size range and prints it better and faster than any other press ever built.

Guaranteed Speed 4500 per hour.

It is impossible to adequately describe it in the limited space of a magazine ad. If you want to reduce your costs, increase your output, do better printing and swell your profits, then learn all about this press by writing now for descriptive booklet.

THE AUTOPRESS COMPANY

95 Madison Avenue, New York City

CHICAGO, 431 South Dearborn Street BOSTON, 176 Federal Street
ST LOUIS, 313 Fullerton Building PHILADELPHIA, 1011 Chestnut Street
SAN FRANCISCO, Phelan Building

20 Slugs a Second, or Slugs a Minute?

That's the difference in output between a Miller Saw-Trimmer and a lead cutter

A Miller Saw in the Ad Room is a 60 to 1 shot in closing forms, catching mail trains, and saving dollars.

Miller Saw-Trimmer Co. Point Bldg. Pittsburgh, Pa.

CAN YOU ACCOUNT FOR YOURSELF

Do you know what you should be capitalized at as a human machine?
Do you earn interest on yourself?
Are you creating a replacement fund?
Do you know what cost accounting means?

If you do not, read

THE PROFITABLE WAGE

—by—

ED. E. SHEASGREEN

Over one hundred and fifty pages of practical economics for the banker, the manufacturer, the employer, the employee.

It reduces thrift to a science and shows how to turn losses into profits.

Cloth, $2.00 a copy, postage 10 cents.

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To the Publishers of the Profitable Wage,
Monadnock Block, Chicago, Ill., Desk A. 4.

Gentlemen: Enclosed please find.....dollars for.....
copies of The Profitable Wage, by Ed E. Sheasgreen.

Name .....

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City or Town..... .....State.....

The American Printer

A Magazine of Printing

. . .

Read it regularly

Send 30c for sample copy

. . .

Oswald Publishing Co., 25 City Hall Place, New York

Riessner's Combination Gold Printing Ink

for all kinds of paper. A pound sent, express paid, on approval. Send on your paper and I will print Gold Ink on it to swow you

Specimens and prices on request

T. RIESSNER **63 Gold Street, New York**

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STEEL DIE EMBOSSING

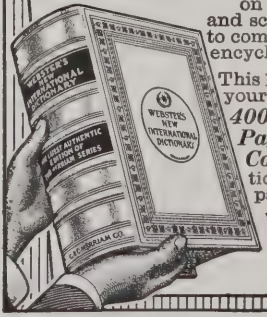
Our Price List shows 92 styles of Engravings for social and business plates and dies, gives prices on cutting dies and embossing all complete so you can easily figure out your orders. All prices quoted are subject to 40% discount to the trade.

AMERICAN EMBOSSING CO., 192-96 SENECA ST., BUFFALO, N. Y.

"Just the Information We Need"

WEBSTER'S NEW INTERNATIONAL

—THE MERRIAM WEBSTER



Every day in your talk and reading, on the street car, in the office, shop, and school some new question is sure to come up. You seek quick, accurate, encyclopedic, up-to-date information.

This NEW CREATION will answer *all* your questions with *final* authority. *400,000 Words Defined. 2700 Pages. 6000 Illustrations. Cost $400,000.* The *only* dictionary with the new divided page. A "Stroke of Genius."

Write for specimen pages, FREE.

G. & C. MERRIAM CO.,
SPRINGFIELD, MASS.

PRINTING FROM A ROLL

An immense amount of printing can be printed from a roll at a great saving over printing on single sheets. You can print from a roll

ON YOUR GORDON

By equipping it with a **NATIONAL GORDON ROLL FEED.** The attachment is simple and cheap. It doubles the speed of your press and triples the life of the machine. *Write for particulars.*

NATIONAL AUTOMATIC PRESS CO.
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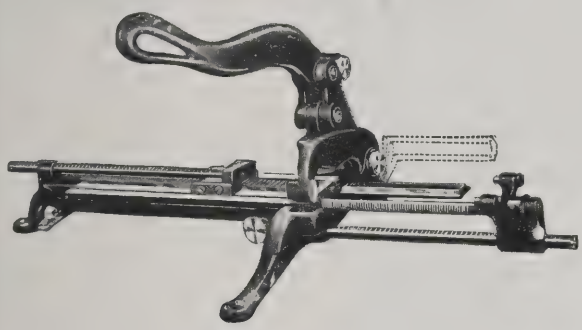

There is only one real lead and rule cutter and that is the "American," made by Rouse.

The Rouse name plate always means super-excellence and the "American" qualifies in this class.

With it you can match foundry-cut material perfectly.

Gauges adjust instantly and lock automatically to nonpareils. Style No. 30 gauges to points.

Accurate—rapid—secure—the American has the prestige of universal use.

If it isn't a Rouse "American" it isn't the best.

H. B. Rouse & Co.
2219 Ward St., Chicago, Ill.

Are You Figuring Your Costs

So as to Make a Legitimate Profit?

Most printers think they do. Few of them really do, as can be seen by the slow growth in profits from year to year.

Figure your costs by the Denhamethods way and you are assured a proper basis for profit making.

Denham Service does not make your costs, but analyzes them as they are made in your plant, so that you can see where the leaks are occurring every day. Denham Service shows where non-productive men and machines are and shows up the weak spots in all departments.

The losses Denham Service stops more than pays for the installation fee several times each year.

Five hundred printers and allied tradesmen in eighty cities have made bigger profits and improved their business since installing Denham Service. "Science of Costfinding" sent free to officers of companies. Calls from representatives gladly made without obligations to you.

THE DENHAM COSTFINDING CO.,
Illuminating Building
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Branch Offices:
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TAKE NO CHANCES

Use the unmistakably dependable "Cutters that cut", the kind Royle makes.

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The Argus Pressclipping Bureau

Established in Paris in 1879

350-352 Third Avenue, New York, N. Y.

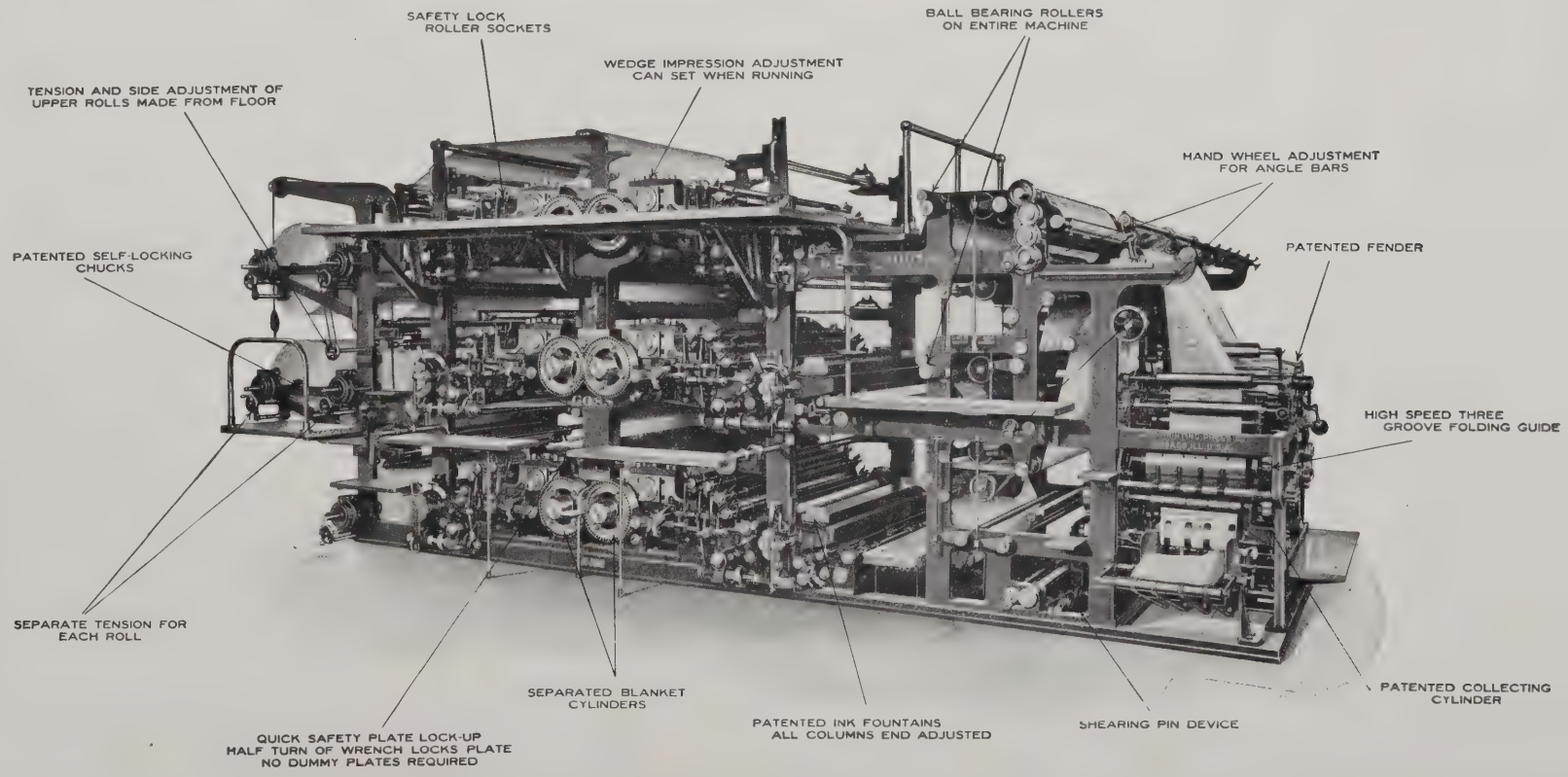
Otto Spengler, Director

We Read All of the Important Dailies, Magazines and other publications of the entire globe

Material upon any subject supplied on short notice

GOSS PRESS EFFICIENCY

THE "GOSS HIGH-SPEED STRAIGHTLINE" PRESSES


SAFETY LOCK ROLLER SOCKETS
BALL BEARING ROLLERS ON ENTIRE MACHINE
WEDGE IMPRESSION ADJUSTMENT CAN SET WHEN RUNNING
TENSION AND SIDE ADJUSTMENT OF UPPER ROLLS MADE FROM FLOOR
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HIGH SPEED THREE GROOVE FOLDING GUIDE
SEPARATE TENSION FOR EACH ROLL
SEPARATED BLANKET CYLINDERS
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QUICK SAFETY PLATE LOCK-UP HALF TURN OF WRENCH LOCKS PLATE NO DUMMY PLATES REQUIRED
PATENTED INK FOUNTAINS ALL COLUMNS END ADJUSTED
SHEARING PIN DEVICE

There is a "HIGH-SPEED" Press built for your needs. Let us tell you about it.

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Metropolitan Building,
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CHICAGO, ILL.

National Printer Journalist

A Journal For Printing And Allied Trades

Volume Thirty-Two | Chicago, July, 1914 | Number Seven

Journalism Week at University of Missouri

Reported by John Donald Ferguson, 718 Maryland Place, Columbia, Mo.

Columbia, Mo., June 20th.—They came from all points of the compass, more than 400 of them—editors, advertising men, reporters, cartoonists, men and women in every department of the journalistic field—to attend the fifth annual Journalism Week of the School of Journalism at the University of Missouri, which opened Monday evening, May 18.

They came from California, from Massachusetts, from Texas, and even from far-off Alaska. Joe Mitchell Chapple of Boston came from Old Mexico by way of Canada, where he had been watching the mediators trying to solve the Mexican puzzle.

Walter Williams, dean of the School of Journalism, hurried home from China to be present to greet the visitors as they arrived. Mr. Williams had just finished a trip around the world. He wanted to tell the newspaper men and women, photographers and magazine writers what he had seen and learned on his trip around the globe.

W. R. Nelson, editor and owner of the Kansas City Star, couldn't leave, so he talked to the convention, sitting at his desk in Kansas City, over the long distance telephone.

For five days these newspaper workers met each other. They got acquainted. They exchanged ideas. They talked, and listened to others give addresses. They banqueted together and went away just a little more proud that they are of that profession called journalism.

Here are the names of some of the leaders in the field of journalism who attended the convention: H. N. Rickey, Cleveland, O.; Dorothy Dix, New York; J. P. Baumgartner, Santa Ana, Cal.; W. J. Pilkington, Des Moines; Mrs. Mary E. Hart, vice-president of the Pacific Coast Women's Press Association, Alaska; H. W. Brundige, Los Angeles; Frank LeRoy Blanchard, New York; William Emmet Moore and Col. B. B. Herbert, Chicago; Herbert Johnson, Philadelphia; Thomas Dreier, Cambridge, Mass.; Will H. Mayes, Lieutenant-Governor of Texas.

Group of Speakers and Visitors at Journalism Week, School of Journalism, University of Missouri, May 18-22, 1914.

The best way to learn what leaders in the journalistic world think about their chosen profession, what ideals they are striving to realize—for they have ideals—is to go through journalism week with them, sit beside

them at their banquets, see what they did and listen to some of the things they said.

When the last speech had been delivered and the last visitor had climbed aboard the train which was to take them back home, it was found that the one message which all of the men and women, both editors and advertising men, had brought to each other was the doctrine of truth in news and advertising and the giving of service to mankind.

Dorothy Dix (Mrs. Elizabeth Meriweather Gilmer), special writer, opened the five-day session at eight o'clock Monday night, May 18. She believes that journalism needs the feminine touch. "But," she said, in a speech on woman's place in the newspaper world, "the thing which newspaper women have not yet learned is that the public does not care for or want 'fine writing.'" In her opinion readers do not want high-flown rhetoric and fine diction but would rather have plain facts without any of the pink chiffon of pale romance.

"Whatever success has come to me," she said, "I attribute to the fact that I strive to write the truth without frills."

From California came J. P. Baumgartner, who said: "A newspaper, more than anything else, is a community enterprise, as well as an individual business. I can think of no drudgery so dreary as the making of a poor news-newspaper.

"Honest advertising," he said in conclusion, "has become a sort of journalistic slogan. The utmost responsibility that is placed on the newspaper is that it must see to it that the advertisements in its columns do not deceive."

W. R. Nelson delivered his address from Kansas City, Mo., to the journalists and students in the School of Journalism assembled in the auditorium of the university building.

Kansas City is 175 miles from Columbia, and this talk is said to have been the longest speech, in distance, that has ever been made. Others have used the telephone to make speeches to distant audiences, but it is asserted, never over more than 60 to 65 miles of wires. This was on Tuesday night of the week.

The crowd which assembled to hear Mr. Nelson's talk filled the room, which has a seating capacity of two thousand, and overflowed into the aisles. Doors and windows were closed to keep out noises. The crowd became quiet.

A signal of readiness was flashed to Mr. Nelson in Kansas City. The first words that issued from the transmitter—an arrangement that looked much like an old-fashioned, goose-neck auto-horn fastened to an upright board in front of the audience—were indistinct. Few in the audience caught the salutation.

Gradually the pronunciation became clearer, the words rang out with distinctness, and when the address closed with the words: "Make it your ambition to be great reporters, and everything else shall be added unto you. I thank you," applause broke out that showed the crowd's appreciation of the talk.

Mr. Nelson said that the reporter was the essential man on the newspaper. According to him, the reporter is the one indispensable worker.

"The public does not yearn to have its opinion guided and instructed," he said. "It wants to get the news and be entertained. Such instruction as we have to impart must be made a secondary matter. If we can creep up behind a man when he isn't looking and instruct him, all well and good. But if he gets the impression that our main purpose is to edify him, he runs so fast we never can catch him.

"The reporter," Mr. Nelson said, "must be honest. He must be sincere. His heart must be right. He must be at bottom a good citizen."

Herbert Johnson, cartoonist, said that he believed cartoonists should be humorous only part of the time. According to him they should have an earnest, serious end to work toward. "A man should have broad human sympathies and should use his art for the under dog," he said.

Thomas Dreier rode down from Cambridge, Mass., to tell the assembly that the Bible is a good business book because it teaches service to man, which, he says, is the basis of a sound business policy.

Charles Nagel, former secretary of commerce and labor, visited the gathering and made an appeal to newspaper men to help in administering the law. In part, Mr. Nagel said:

"The question is not merely 'What is the authority of the newspaper under the law?' but 'What is the influence of the newspaper on the law?'

"Newspapers," he continued, "are responsible to the individual and to the public for what they print. I have no confidence in law on the regulation of newspapers. The only real regulation is social, the kind that is exercised through the standards and customs of society.

"The press is a failure if it depends upon law for its regulation," he emphasized. "We are law-ridden in the United States now. There are too many laws. We seem to have the idea that man can be made better by the mandate of the law. We have an over-confidence in the letter of the law.

"The only real law," he reiterated, "is made by the recognized standards of society. Public opinion is law. It is impossible to administer the law without the press. The public depends upon the press for its information. The press moulds public opinion.

"While the newspaper influences the public," he continued, "the public in turn influences the press. The attitude of the public determines the position of the press. The responsibility of the reporter," he said in conclusion, "is not only to the present but to the future . He is writing history. The historian of the future will depend upon the reports of today in the newspapers."

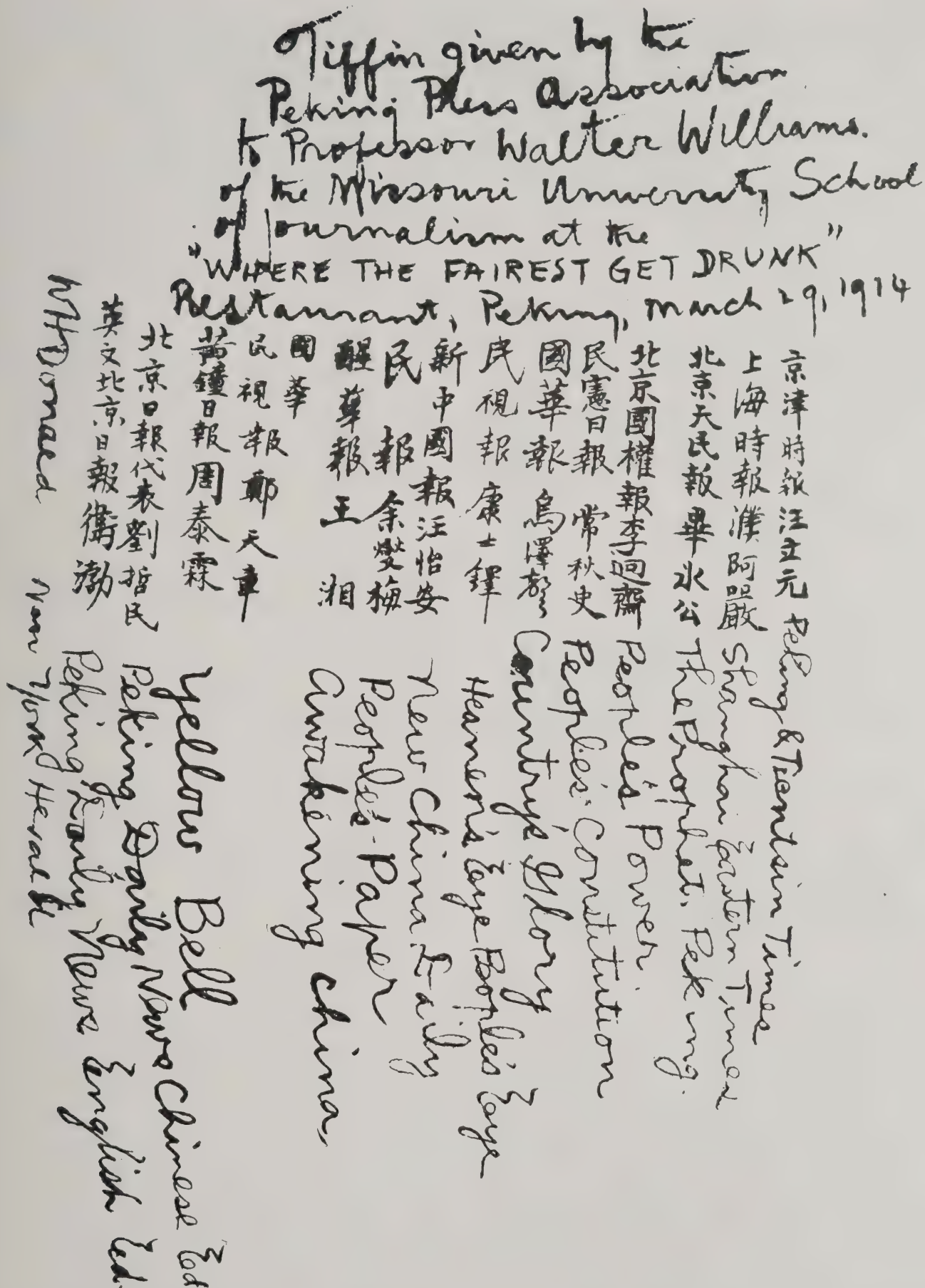
Thursday evening of the week of the celebration the visitors were the guests of the Columbia Commercial Club at a buffet supper. The supper was on the order of a dairy lunch. The visitors helped themselves to plates filled with food placed on a long table in the center of the dining room. Then the guests seated themselves in groups, balancing their plates on their knees.

When the meal was over the visitors settled down to hear talks by A. L. Bixby, poet-humorist, of Lincoln, Neb., W. J. Pilkington of Des Moines, Ia., and Walter Williams, who is dean of the School of Journalism at the University of Missouri.

Mr. Bixby kept his hearers chuckling. Here is his philosophy: "Humor must have kindness and gentleness in it. Humor that has poison in it isn't humor. Everybody needs humor and the more you give of it the more you have."

Mr. Pilkington's talk dealt with the problem of the small town, to which he sees a menace in the mail order business and the increasing use of the automobile.

"Thousands of small merchants are going out of business every year," he said. "It has been brought about by the increased mail order business and by bet-


Tiffin given by the
Peking Press association
to Professor Walter Williams.
of the Missouri University School
of Journalism at the
"WHERE THE FAIREST GET DRUNK"
Restaurant, Peking, March 29, 1914
京津時報 汪立元 Peking & Tientsin Times
上海時報 濮阿嚴 Shanghai Eastern Times
北京大民報 畢永公 The Broadcast, Peking.
北京國權報 李迴齋 Peoples' Power.
民憲日報 常秋史 Peoples' Constitution
國華報 島澤彥 Country's Glory
民視報 康士鏗 Hearing's Eye Peoples Eye
新中國報 汪怡安 New China Daily
民報 余燮梅 Peoples' Paper
醒華報 王湘 Awakening China.
北京日報代表劉揆民 Yellow Bell
英文北京日報 衛渤 Peking Daily News Chinese Ed
W.H. Donald Peking Daily News English Ed.
Now York Herald

(The original from which the above is a reproduction was on exhibition during Newspaper Week at the University of Missouri. It is a reproduction of a souvenir presented to Dr. Williams at a tiffin or luncheon which was given him by the Peking Press Association in Peking, China. The Peking Press Association is composed entirely of Chinese journalists and the names signed are the names in Chinese of the journalists. In English, following each journalist's name, is the name of the newspaper of which the Chinese is the editor. The interpretation of the name of the restaurant—"Where the Fairest Get Drunk"—should not be taken as any reflection on the Dean.)

ter transportation through the use of the automobile."

The solution of this problem depends on the small-town publisher, Mr. Pilkington believes. He said that it was the publisher's duty to teach the retail merchant to use the mail-order house's own weapons. "For," he said, "the local merchant is the support of the country publisher. Still most publishers are doing nothing to keep the local merchant from going out of business."

Dean Walter Williams told of his trip around the world studying journalism in every country where journalism is. Mr. Williams has just circled the globe on a Kahn fellowship, granted to him that he might study newspapers everywhere. It is said that he has met and known more journalists than any other man living today. Mr. Williams said:

"Journalism is the voice of the people—sometimes all; sometimes few. Sometimes it is feeble; sometimes it

Journalism Week
University of Missouri
The Fifth Annual Journalism week of the University of Missouri brings to
Some of the Speakers
School of Journalism
Switzler Hall
May 14-23
POPULAR LECTURES
PRESS ASSOCIATIONS
MORNING SESSIONS
AFTERNOON SESSIONS
THE PROGRAM OF THE WEEK
The program of the week will include the following subjects—and others: The feminist movement and the press: the press and the state: how merchants and newspapers can co-operate to the advantage of the retail interests of the small town: retail advertising: foreign advertising: the future of the county weekly: the news and editorials and country correspondence in the country press: editorial leadership: the newspaper and women readers: interesting the farmers: the new advertising.

An Effective Poster

(Original printed on heavy gray cover stock, 20x25, in red and black)

is harsh and rasping; sometimes it is kind and gentle. It is everywhere. It is the town meeting in print. It is the open-house to new ideas in the community.

"There is one thing I found true of the newspapers all over the world," said Dean Williams, "and that is that they are becoming imbued with the feeling that they must give some service in return for what they get from the community. They are working to do something for the people."

Friday night the session closed with speeches by H. N. Rickey of Cleveland, Ohio, and Joe Mitchell Chapple of Boston. Mr. Rickey's opening sentence is the keynote to his message: "The whole code of journalistic ethics can be summed up in this little word, 'truth.' No real success is possible," Mr. Rickey continued, "where truth is not recognized as the first essential.

"Next in importance to telling the truth is making profits. If a man hasn't the ability to make ends meet in managing his newspaper he must fail or compromise with the devil, which is worse. Telling the truth and making a profit so you can keep on telling the truth is as good a recipe as I know for the newspaper man."

The last speaker, Joe Mitchell Chapple, called upon the newspaper men to stand firm for their convictions, Mr. Chapple was at a dance in San Antonio, Texas, when the Mexican war news reached the place. In ball room costume he crossed the border that night. For two weeks he was lost among the peons. Then one day a refugee train brought him into Vera Cruz, a transport took him to Galveston, from which place he went to Niagara Falls to watch the mediators make peace. From Canada the magazine writer came to the journalists' convention. He closed the session with these words:

"I would like to be a reporter again. I should like to be one of the boys chasing after the fire wagon. And then after I had written an impressive story I should like to see the city editor ruthlessly 'blue pencil' the larger part of it.

"Maybe there would be about four lines published, but in those four lines there might be that which shows that a person had his heart in the story. Nothing worth while is done without the heart in it."

⁂ ⁂ ⁂

NEWSPAPER POWER IN LIFE OF NATION

As the newspapers of the country are conducted wisely or unwisely, said President Arthur T. Hadley, of Yale, at the University of Virginia, so will this government be run for the best interests of the people or against them. And especially is this true, he said, in view of modern devices of government, such as the initiative, referendum and direct primaries. The success or failure of these agencies, he declared, depends mainly upon the newspapers, for the press has supplanted the politician and the orator in forming and organizing public opinion.

Dr. Hadley spoke with such eloquence and force as one rarely encounters nowadays. His impromptu peroration was particularly winning, when he said in part: "I deem it a high privilege to speak to a Virginia audience at the University of Virginia, the source of so many of the principles that have made our democracy what it is, and that have helped so wonderfully to advance the cause of democratic government throughout the world.

"Virginia has already done more than her share in this regard. If the men of Virginia today will study the lessons of history with such patience and intelligence as their fathers did, the future of our democratic institutions will be secure."

President Hadley devoted most of his lecture to a consideration of the problems involved in the transition in the forces having most to do with the molding of public opinion, from the secret councils of the machine politician to the open discussion in the newspapers. He found most of good in the change, but pointed out certain dangers that are sure to follow an abuse of the tremendous power that has come to the press. These possible dangers, he said, include an effort to organize public prejudice rather than the truth they need; and a third danger, he said, consists in impatience on the part of the newspapers in regard to public men and measures.

These dangers, however, he said, need be feared only when newspapers get under the control of unscrupulous or unprincipled men, and he added: "There are no more unscrupulous men in the newspaper profession than there are in any other."

MORE WORK THROUGH PUBLICITY

Address all samples and communications for this Dept. to Harry Albro' Woodworth, 43 St. Botolph St., Boston, Mass.

THE paragraph at the head of this circular (1a) will, of course, be reproduced so small that it will be difficult to read it with the naked eye unless that shameless organ possesses the extraordinary powers of the hypothetical pair of eyes described by the ironical Samivel Weller. Really, a reading glass is necessary in order to enjoy thoroughly the contents of the N. P.-J. and the many other papers that give reproductions which are necessarily tiny. A great many of such reproductions given in this and other departments of this magazine are made simply to show a unique style of display, but now and then the wording that is so greatly reduced calls, albeit in a still, small voice, for perusal: in this case it is the text of the very practical sermon. So for the benefit of those who do not happen to have a glass at hand, I will state

Youre Off Register

nearly everyone else has *registered* for

The Ben Franklin Smoker

Grand Pacific—TO-NIGHT—*Thursday*

Don't Miss FUN FOOD FROLIC INSTALLATION INFORMATION INSPIRATION *Don't Miss*

Have the Secretary fix you with a set-up at the table

[His Telephone is Harrison 2903] [ONE CASE is the price]

No. 1a

that the Washington despatch tells how Representative Vollner of Iowa arraigned "the woeful Jeremiahs of Calamity" and pictured the agricultural prosperity of the country.

I remember when I was manager of the press bureau of an association of something like half a million farmers I called the attention of Secretary of Agriculture Wilson to the paradox of the doom that then attended the farmers' fat years. He wrote, for instance (I did not remember this verbatim, but have just looked it up), the following among many similar items in a report that congratulated the farmer on his prosperity: "This crop [wheat] may this year be worth over $450,000,000, a value that has been exceeded in several years; BUT [the capitals are my display] in quantity this year's crop is only 8,000,000 bushels below the largest crop ever grown—that of 1901." This was followed by a report that he plainly showed that he considered cheering, concerning "all cereals grown in 1906"; "While they dropped about $40,000,000 below the total value of 1904, the number of bushels in 1906 exceeded the number in 1905 by 120,000,000 and were 570,000,000 above the yield of 1904." That bit of consolation from the secretary of agriculture reminded me of the optimistic rhyme of the returned whaler after a four-years' cruise:

We didn't get a drop of oil,
We didn't sight a whale,
We came back bare as when we went,
BUT we had a damn good sail.

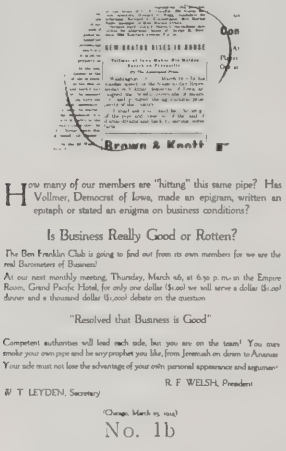
And in 1901 all the newspapers in the country patted the farmer on the back for his unparalleled yield of wheat. And yet it was not worth by fifty cool millions of dollars the price the farmer got for the crop of 1904, which was nearly two hundred million bushels less. I have not any recent statistics at hand, but believe that these extraordinary conditions have improved in respect to many crops because of organization among the farmers. But I was speaking of the Ben Franklin Club circular. The text of the despatch gives as follows these words of Representative Vollner as he spoke of the agricultural prosperity of the country: "'I shall ask you,' said he, 'to let go of the pipe and come out of the land of dismal dreams and back to serious facts.'"

Now go on with the 24-point and the 18-point. The circular is in red and black; the large parends that call special attention to the despatch are in lead-pencil blue—and that is a blue that will always reproduce.

Neither the pictures nor the composition that the Ben Frankin Club employ in their literature is of the highest artistic merit, but you can always depend on getting something really forceful and pertinent from them. High art is sacrificed to their particular sunny (not Sunny-Jim) brand of Force; and Force without High

Art is better than High Art without Force.

Here (1b) is a mailing card which announces a smoker of this club. The first letters in each word of the line "You're Off Register" and "The Ben Franklin Smoker," the repeated caution, "Don't Miss," and the brackets are in red,



How many of our members are "hitting" this same pipe? Has Vollmer, Democrat of Iowa, made an epigram, written an epitaph or stated an enigma on business conditions?

Is Business Really Good or Rotten?

The Ben Franklin Club is going to find out from its own members for we are the real Barometers of Business!

At our next monthly meeting, Thursday, March 9th, at 6:30 p. m. on the Empire Room, Grand Pacific Hotel, for only one dollar ($1.00) we will serve a dollar ($1.00) dinner and a thousand dollar ($1,000) debate on the question

"Resolved that Business is Good"

Competent authorities will lead each side, but you are on the team! You may smoke your own pipe and be any prophet you like, from Jeremiah on down to Ananias. Your side must not lose the advantage of your own personal appearance and argument.

R. F. WELSH, President

W. T. LEYDEN, Secretary

(Dunn, March 10, 1914)

No. 1b

in perfect register. Perhaps, as striking composition is the feature aimed at in the Ben Franklin typography, it would have been better in this case to have the color "off register." But I don't know!

✧ ✧

Don't be too sure an ad is a good one because it pays for itself.

✧ ✧

Editorial Advertising

"The Editor's Column: A Forecast of the New Thing for Next Week" in the February issue of the Country Gentleman of the farm paper district of Philadelphia contains this most interesting editorial:

HOW A SELLING PLAN WORKED

DO YOU REMEMBER AN ARTICLE we printed last December called "Apples for Office Men"? It told of the opportunity for growers of high-grade apples to dispose of their fruit by selling directly to business men in big cities. It was James H. Collins' idea, and when a fruit dealer pooh-poohed it Mr. Collins set out to prove that his plan was thoroughly practical.

He wrote advertising letters and sold apples—and in an article next week he tells every step in the working out of his selling scheme. Mr. Collins made money by following his own plans as a side-line to other activities—do you need more than the hint?

At an annual convention eight years ago of the farmers' organization I alluded to there was read a paper on "How the Farmers Should Advertise," which I should like to have now, as it contains some experiences that I think would be of value to the newspaper men who read the N. P.-J., and would also be likely to lead to More Work for the job printer. The above paragraph has therefore made an especial appeal to me; but I would have been interested in it anyway, and I will remember to try to get the back number following that in which the editorial appeared. But I believe such a good advertising paragraph as that has interested many besides me, and has led many an occasional reader of the Country Gentleman to get the article by Mr. Collins, who is an entertaining as well as a practical writer.

✧ ✧

It is not easy to overestimate the importance and value of good advertising. But no one should forget that it requires to be well backed up.

✧ ✧

Sweden Has Real Art Compositors, Too

Now don't say you cannot catch the dark blue and the lilac of this card (2). Mister Engraver—please! For Mr. Sahlin is some art-compositor, all right, even if his residence is in Sweden. This is the language of surprise; and now I should not be surprised to learn that there are many first-class compositors in Sweden. However, this is the first specimen of job printing I have received from a resident of that country, though I should not be overcome with surprise—now—if I was told that the N. P.-J. has numerous subscribers there. I am ashamed

AXEL EDW. SAHLIN
ART COMPOSITOR
TYPOGRAPHICAL DESIGNER

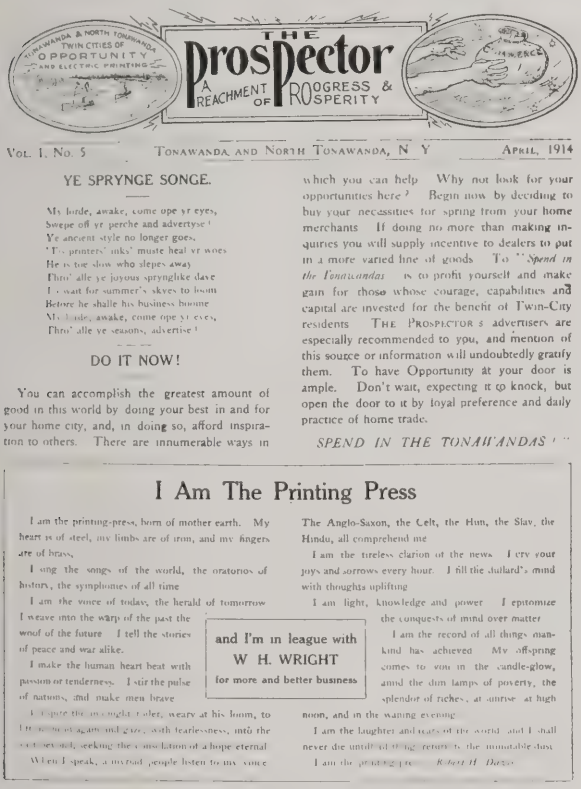
RESIDENCE IN SWEDEN
SÖDRA FÖRSTADSGATAN 45, MALMÖ

No. 2

of knowing so little of Sweden typographically, though I know a good many Swedes, and they are all good people. But it is the sailors of that country that I know best; yet, come to think of it, they are all men of a classical education, which the average sailorman of any other country who is classed A. B. only on articles does not possess. And now I hope to receive many more samples of good printing from the land of men I have found slow to wrath, but irrepressible fighters when once their goat was captured. They are modest folk, and perhaps that is why I have hitherto known so little of their advertising, though I have received specimens of good—and not-so-good—typography from many parts of this world, which has of late become so universally cosmopolitan.

A Knock that Boosted, and Seed-Time Advertising

I headed an article in the March number Sincere Appreciation, and a Knock that I Hope Vill Prove a Boost." It referred to a house-organ issued by Wright, the Electric Printer of Tonawanda and North Tonawanda, N. Y., whose work had received such high commendations from some of the leading authorities on typography that it really seemed to me that I was somewhat presumptuous in making strong suggestions as to a change in some of his methods of composition and arrangement. These were not in respect to the Prospector, a house organ which has always shown that its publisher is a born advertising man. As this is so evident, I finally decided that my suggestion that



THE prospector

A REACHMENT OF PROGRESS & PROSPERITY

VOL. I. NO. 5 TONAWANDA AND NORTH TONAWANDA, N. Y. APRIL, 1914

YE SPRYNGE SONGE.

My lorde, awake, come ope yr eyes,
Swepe off yr perche and advertyse!
Ye ancient style no longer goes,
'Tis printers' inks' muste heal yr woes
He is toe slow who slepes away
Thro' alle ye joyous sprynglike dave
To wait for summer's skyes to loom
Before he shalle his business boome
My lorde, awake, come ope yr eyes,
Thro' alle ye seasons, advertise!

DO IT NOW!

You can accomplish the greatest amount of good in this world by doing your best in and for your home city, and, in doing so, afford inspiration to others. There are innumerable ways in which you can help. Why not look for your opportunities here? Begin now by deciding to buy your necessities for spring from your home merchants. If doing no more than making inquiries you will supply incentive to dealers to put in a more varied line of goods. To "*Spend in the Tonawandas*" is to profit yourself and make gain for those whose courage, capabilities and capital are invested for the benefit of Twin-City residents. THE PROSPECTOR'S advertisers are especially recommended to you, and mention of this source of information will undoubtedly gratify them. To have Opportunity at your door is ample. Don't wait, expecting it to knock, but open the door to it by loyal preference and daily practice of home trade.

SPEND IN THE TONAWANDAS!

I Am The Printing Press

I am the printing-press, born of mother earth. My heart is of steel, my limbs are of iron, and my fingers are of brass.

I sing the songs of the world, the oratorios of history, the symphonies of all time.

I am the voice of today, the herald of tomorrow. I weave into the warp of the past the woof of the future. I tell the stories of peace and war alike.

I make the human heart beat with passion or tenderness. I stir the pulse of nations, and make men brave.

I inspire the midnight toiler, weary at his loom, to try again and again, with fearlessness, into the early morning, seeking the consolation of a hope eternal.

When I speak, a myriad people listen to my voice. The Anglo-Saxon, the Celt, the Hun, the Slav, the Hindu, all comprehend me.

I am the tireless clarion of the news. I cry your joys and sorrows every hour. I fill the dullard's mind with thoughts uplifting.

I am light, knowledge and power. I epitomize the conquests of mind over matter.

I am the record of all things mankind has achieved. My off-spring comes to you in the candle-glow, amid the dim lamps of poverty, the splendor of riches, at sunrise, at high noon, and in the waning evening.

I am the laughter and tears of the world, and I shall never die until all things return to the immutable dust.

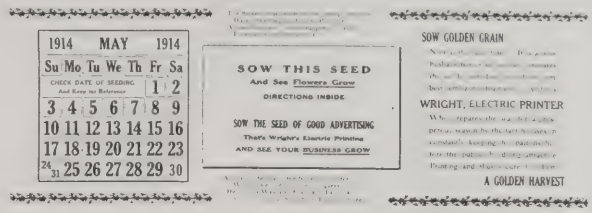
I am the printing-press. *Robert H. Davis.*

and I'm in league with
W. H. WRIGHT
for more and better business

No. 3

he pay more attention to details and their harmony would neither hurt him nor displease him. However that may have been, he has composed and arranged the April number in accordance with my suggestions, and yet has, as I predicted would be the case if he did so, found abundant scope for his exuberant and delightful originality. Of course, this is especially pleasing to a critic who is in the habit of giving criticisms that are meant to be helpful, and that are always sincere whether they are helpful or not.

The page I have selected does not give so much of an idea of the very marked improvement as some of the others would do, but it is especially noteworthy from an advertising viewpoint because of its original use of Robert H. Davis' oft-used and oft-imitated personal announcement made by that great factor in the evolution of mind, the Printing Press. I will reproduce some of the very original and yet


1914 MAY 1914
Su Mo Tu We Th Fr Sa
CHECK DATE OF SEEDING
And Keep for Reference
1 2
3 4 5 6 7 8 9
10 11 12 13 14 15 16
17 18 19 20 21 22 23
24 31 25 26 27 28 29 30
SOW THIS SEED
And See Flowers Grow
DIRECTIONS INSIDE
SOW THE SEED OF GOOD ADVERTISING
That's Wright's Electric Printing
AND SEE YOUR BUSINESS GROW
SOW GOLDEN GRAIN
WRIGHT, ELECTRIC PRINTER
A GOLDEN HARVEST

No. 4a

admirably composed advertisements in this number in a later article.

Mr. Wright's May blotter, reproduced as No. 4a, is shown because of its especial attractiveness as an advertisement, and its timeliness. I opened the envelope in the center, and secured the seeds, and will plant them according to the directions printed on an enclosed slip which also bears out its boast that Wright can put the Talking Quality into printing. Within the central golden-outlined panel, and underneath the envelope, appear the address, admira-

No. 4b

bly composed, with the words "Gilt-Edged Printing" set in Cheltenham Bold—printed in green, and in gold so as to make a gilt edge, and underlined in gold. The calendar, the leafy border, and the half lines, "Sow Golden Grain" and "A Golden Harvest," are green; so because

of the fine lines of the border, and the heaviness and lightness of the various faces, as well as the over-printing in the center, there are several distinct and harmonious shades of green on the job. The lines "Check Date of Seeding and Keep for Reference," which have such distinct advertising value, are in red, as are the word "30," which denotes the holiday, and the line "Wright, Electric Printer." The flower seeds are of various kinds, some of which I recognize, but there are others I cannot classify. I presume that the reason the names of the flowers that are guaranteed to "bloom in the spring" are not given is because it is intended to keep the recipient guessing, which is sometimes, though not always, of advertising value. Anyhow, this is a blotter that will certainly attract more attention and will probably be longer preserved by many who receive it than the ordinary one, no matter how clever its message.

And right here seems an appropriate place to show a "sample of parcels post card." Why it is thus named I do not know, as I see no difference as to the way it was mailed from that employed with post cards before there was a parcel post. This card is from those especially original advertisers, whose full pages in the N. P.-J. have been for years a delight—the J. W. Butler Paper Co. of Chicago.

On such advertisements as these there might be used the poem which compared the man who said that as soon as business picked up a bit he was going to advertise, with the one who might say he was going to sow his seed at harvest-time. It is a poem that appeared in many advertising papers about twenty years ago, but I have not seen it for years. Though old, it is good, as are many old things in advertising as well as in other gardens of endeavor.

✧ ✧

The printer who does no advertising has at least one advantage. He can take a vacation almost any old time without danger of losing much business.

✧ ✧

Reflex Advertising

In one envelope postmarked "Spokane" I have just received two house organs that are among the best specimens of this kind of literature that I have even seen. As they are of two different firms, I suppose I have to thank Mr. E. S. Stutes for them, for they both possess the unmistakable Stutes individuality, while providing a distinctive character for each of the firms that is none the less a real individuality because one cannot help seeing that the creator of the typography is unquestionably Stutes. I will not further discuss the typography of these specimens at present, because I wish to give them more space than is at my disposal now, but will reproduce the only page (5) with which I can find any fault from a purely advertising viewpoint. I do not care for the picture in connection with the text, "People in every walk of life are investing in Northwestern Securities," although it strongly resembles a cover design I made years ago for a booklet named "All Walks of Life," which I prepared for a correspondence school. It is like it even to the farmer with his rake and the clergyman—though my preacher was not of the unworldly variety, like this "gospel sharp," who looks to be sharp at naught else. The walk of life that was not represented in my design was the mournful widow. It is the widow and the clergyman, as well as the "Rube" style of farmer on this page that I object to from an advertising point of view. For it is just such kinds of clergymen and widows and horny-handed and chin-whiskered sons of toil that are associated in the public mind with the swindling that has been so ruthlessly indulged in by fake investment companies. The other pages, which are illustrated only with a halftone of the home of the H.-G. Company and also with one of the U. S. Post Office Building in Spokane, should clearly show that this company is thoroughly reliable, and so the note introduced by the human-interest picture is especially inharmonious.

THE H-G COMPANY MONTHLY

Returns from One Thousand Cars of Washington Apples

ONE Million Dollars was the selling price of one thousand cars of apples sold last winter by the big agency of the Spokane country orchardists, the North Pacific Fruit Distributors Co. This means an average price of $1.65 per box f. o. b. shipping point. It means $200 per acre and upwards from mature apple orchards.

Warm, advantageous climate, fertile soil, scientific methods of cultivation and packing have made the Spokane country apples famous everywhere. Washington apples bring record breaking prices in Chicago, New York, London, Sidney, Berlin—in fact, the world over. Spokane country sunshine gives the fruit splendid color, and color insures the profit.

People in every walk of life are investing in Northwestern Securities.

Our judgment of others is based mostly on what we know of ourselves.

Men who have nothing can not see the use of laws for the protection of what others have.

When a man comes to regard himself as indispensable he has well nigh outlived his usefulness.

Fifth Page

No. 5

Of course my objection is of a class that many will deem too finicky, but my long experience in analyzing the results obtained through single pieces of printed matter leads me to think that even such details are sometimes very important to consider carefully. It's all a part of psychology, that subtle science we are only beginning to understand, but which is so all-important in all walks of life.

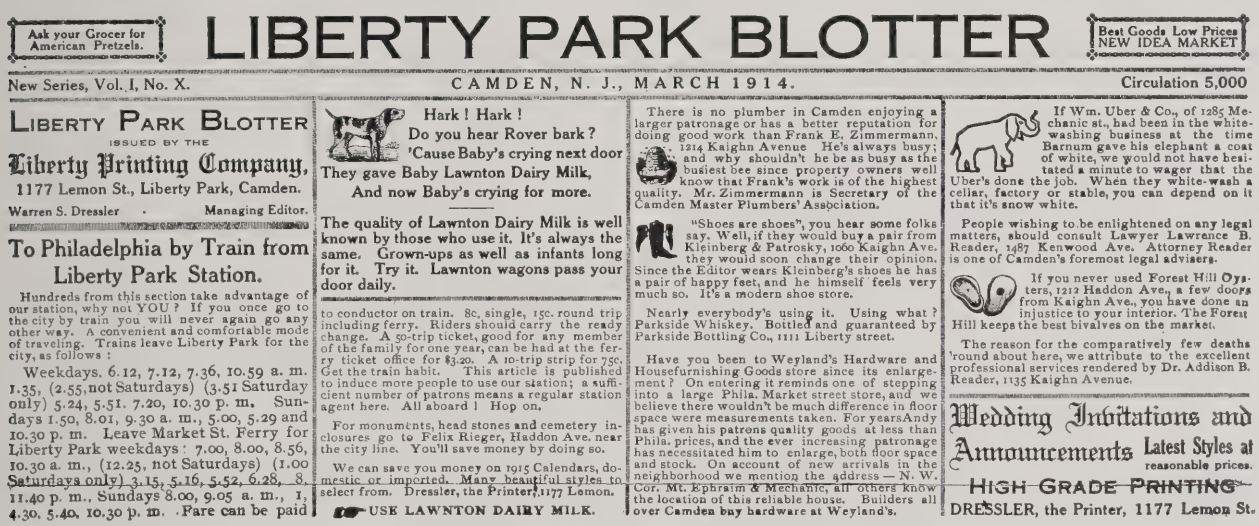
✧ ✧

To obtain a new customer is not a difficult matter. But it is far from being easy to win back a customer who has become dissatisfied.

✧ ✧

A Monthly Blotter That Is a Newspaper of Publicity

Several months ago I wrote about the blotter-newspaper issued by the Liberty Printing Company of Liberty Park, Camden, N. J., as being something out of the deeply worn part of the road. I was then unable to give such an idea of the blotter as is only obtainable through



Ask your Grocer for American Pretzels.

LIBERTY PARK BLOTTER

Best Goods Low Prices NEW IDEA MARKET

New Series, Vol. I, No. X. CAMDEN, N. J., MARCH 1914. Circulation 5,000

LIBERTY PARK BLOTTER
ISSUED BY THE
Liberty Printing Company,
1177 Lemon St., Liberty Park, Camden.
Warren S. Dressler . Managing Editor.

To Philadelphia by Train from Liberty Park Station.

Hundreds from this section take advantage of our station, why not YOU? If you once go to the city by train you will never again go any other way. A convenient and comfortable mode of traveling. Trains leave Liberty Park for the city, as follows:

Weekdays. 6.12, 7.12, 7.36, 10.59 a. m. 1.35, (2.55, not Saturdays) (3.51 Saturday only) 5.24, 5.51. 7.20, 10.30 p. m. Sundays 1.50, 8.01, 9.30 a. m., 5.00, 5.29 and 10.30 p. m. Leave Market St. Ferry for Liberty Park weekdays: 7.00, 8.00, 8.56, 10.30 a. m., (12.25, not Saturdays) (1.00 Saturdays only) 3.15, 5.16, 5.52, 6.28, 8, 11.40 p. m., Sundays 8.00, 9.05 a. m., 1, 4.30, 5.40, 10.30 p. m. Fare can be paid to conductor on train. 8c, single, 15c. round trip including ferry. Riders should carry the ready change. A 50-trip ticket, good for any member of the family for one year, can be had at the ferry ticket office for $3.20. A 10-trip strip for 75c. Get the train habit. This article is published to induce more people to use our station; a sufficient number of patrons means a regular station agent here. All aboard! Hop on.

Hark! Hark!
Do you hear Rover bark?
'Cause Baby's crying next door
They gave Baby Lawnton Dairy Milk,
And now Baby's crying for more.

The quality of Lawnton Dairy Milk is well known by those who use it. It's always the same. Grown-ups as well as infants long for it. Try it. Lawnton wagons pass your door daily.

For monuments, head stones and cemetery inclosures go to Felix Rieger, Haddon Ave. near the city line. You'll save money by doing so.

We can save you money on 1915 Calendars, domestic or imported. Many beautiful styles to select from. Dressler, the Printer, 1177 Lemon.

USE LAWNTON DAIRY MILK.

There is no plumber in Camden enjoying a larger patronage or has a better reputation for doing good work than Frank E. Zimmermann, 1214 Kaighn Avenue He's always busy; and why shouldn't he be as busy as the busiest bee since property owners well know that Frank's work is of the highest quality. Mr. Zimmermann is Secretary of the Camden Master Plumbers' Association.

"Shoes are shoes", you hear some folks say. Well, if they would buy a pair from Kleinberg & Patrosky, 1060 Kaighn Ave. they would soon change their opinion. Since the Editor wears Kleinberg's shoes he has a pair of happy feet, and he himself feels very much so. It's a modern shoe store.

Nearly everybody's using it. Using what? Parkside Whiskey. Bottled and guaranteed by Parkside Bottling Co., 1111 Liberty street.

Have you been to Weyland's Hardware and Housefurnishing Goods store since its enlargement? On entering it reminds one of stepping into a large Phila. Market street store, and we believe there wouldn't be much difference in floor space were measurements taken. For years Andy has given his patrons quality goods at less than Phila. prices, and the ever increasing patronage has necessitated him to enlarge, both floor space and stock. On account of new arrivals in the neighborhood we mention the address—N. W. Cor. Mt. Ephraim & Mechanic, all others know the location of this reliable house. Builders all over Camden buy hardware at Weyland's.

If Wm. Uber & Co., of 1285 Mechanic st., had been in the white-washing business at the time Barnum gave his elephant a coat of white, we would not have hesitated a minute to wager that the Uber's done the job. When they white-wash a cellar, factory or stable, you can depend on it that it's snow white.

People wishing to be enlightened on any legal matters, should consult Lawyer Lawrence B. Reader, 1487 Kenwood Ave. Attorney Reader is one of Camden's foremost legal advisers.

If you never used Forest Hill Oysters, 1212 Haddon Ave., a few doors from Kaighn Ave., you have done an injustice to your interior. The Forest Hill keeps the best bivalves on the market.

The reason for the comparatively few deaths 'round about here, we attribute to the excellent professional services rendered by Dr. Addison B. Reader, 1135 Kaighn Avenue.

Wedding Invitations and Announcements Latest Styles at reasonable prices.
HIGH GRADE PRINTING
DRESSLER, the Printer, 1177 Lemon St.

No. 6

showing just how it looks, as the only copy of this monthly publication that I had received was not printed on stock that encouraged reproduction. (This poor phrase reminds me, somehow, of one of the quaintest remarks I ever heard—that of a Boston man at a New York banquet, who told of how a certain society lady had two rooms in the library of her famous Back Bay Fens palace—one for male and the other for female authors. He said he did not know what the reason was for this, unless it was that the lady did not wish to increase her library. But "to resoom," (as A. Ward would write:) I asked the Liberty Printing Company if they would give me a proof in black on white, and in sending me a later issue of the blotter they have done this (6), though with considerable difficulty, as the cardboard has been patched very carefully. If this had not been done with so much pains, I fear the reproduction would not have been good—a proof on ordinary white paper would have been better. This blotter is no doubt not only a good advertisement for Mr. Dressler, but also must bring him in considerable revenue from the other advertisers. And, best of all, I believe such advertising, with its circulation of 5,000, so far from being a holdup, must be of great benefit to the advertisers. I should very much like to know just how far my surmise is correct, and so I am sure, would whatever printers beside Mr. Dressler read this department. I believe this absorbing piece of literature should be full of suggestion to many printers who want More Power and More Money as well as More Work.

✧ ✧

"Variety is the spice of life." It is sometimes a good spice for seasoning even a spicy and seasonable series of advertisements. (Note the "sometimes." No science calls for so much modification as that of advertising.)

Negative Suggestions

An ad sent me for criticism by a manufacturer of refrigerators is extremely novel, both as to choice of type and arrangement, though the rule effect might suggest to some the appearance of the picture of a headstone. I do not think it is in accordance with a good use of what little we know of psychology to use display lines like the "Soft Butter," "Sour Milk," "Moldy Food," "Sickness," "Misery," especially where the other display line is "—— Cleanable Refrigerator." Of course, the intermediate lines tell that the above troubles are the lot of all who try to do without one of these refrigerators. But would not the psychological impression be better were more pleasing conditions set forth by means of display as being those which are the lot of those who use this refrigerator. This is a point in the great

subject of appropriate and pleasing and trade-winning display in respect to which many err.

Shun negative suggestions; be positive; and associate your product with the idea of efficiency and all-around satisfaction.

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Advertising will pay every time if it be done properly. But there are conditions under which it does not pay to advertise. It does not pay to draw people to your place of business and then allow your assistants to drive them away through churlish behavior. It does not pay to advertise what you haven't got and don't intend to get. In fact it does not pay to do any misleading advertising unless you are running a fake business, and that kind seldom pays in the end.

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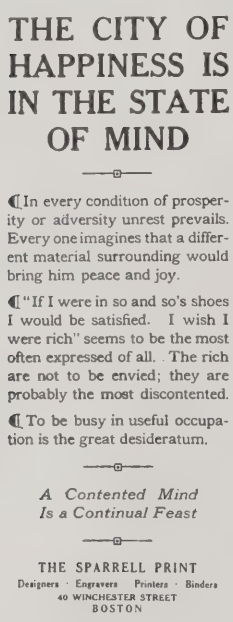
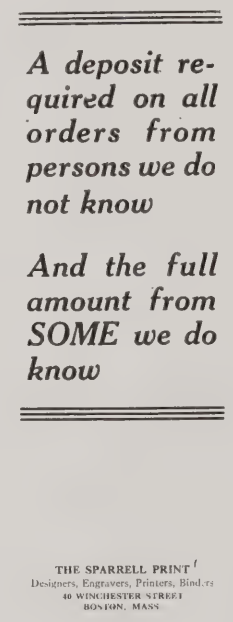
A "Print" With an Art Gallery of Prints and Paintings

Here (7a and b) is the printing on two round-cornered hangers issued by the Sparrell Print of Boston. It is a printing office with an art gallery, which doubtless helps as an inspiration to artistic printers. The proprietor of a thread factory said that he found that the artistic designs on his walls were there for the very practical reason that they made better thread. And surely an art gallery in a printing office not only inspires the workers, but gives visitors an impression that is of distinct publicity value. And then some of the pictures are for sale.


THE CITY OF HAPPINESS IS IN THE STATE OF MIND
¶ In every condition of prosperity or adversity unrest prevails. Every one imagines that a different material surrounding would bring him peace and joy.
¶ "If I were in so and so's shoes I would be satisfied. I wish I were rich" seems to be the most often expressed of all. The rich are not to be envied; they are probably the most discontented.
¶ To be busy in useful occupation is the great desideratum.
A Contented Mind Is a Continual Feast
THE SPARRELL PRINT
Designers · Engravers Printers · Binders
40 WINCHESTER STREET
BOSTON

No. 7a


A deposit required on all orders from persons we do not know
And the full amount from SOME we do know
THE SPARRELL PRINT
Designers, Engravers, Printers, Binders
40 WINCHESTER STREET
BOSTON, MASS.

No. 7b

The blotters are printed in gray—and it is not the gray of a poorly printed black. Not by any means!

The humor of the blotter that tells of the required deposit is so genuine that it causes the blotter to convey a strong suggestion without giving offense even to those who might be among the SOME that are indicated in capitals.

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Easy Credit is a highway to Extravagance.

The Best Language for Advertisements

The best language to use in preparing advertisements is the kind with which newspaper and magazine readers are familiar. The style of writing that expresses clearly and succinctly the news of the day is good enough to use in telling the news of your newspaper or your store or your print-shop.

The language used by writers of editorials in influential newspapers—and this includes many a paper published in a small town—might serve as a model for the advertiser who wishes to adopt an argumentative or a didactic style. In fact, the everyday language of the people, as exemplified by the news, editorial and descriptive articles in the daily press, should answer every purpose of the advertisement constructor. It should enable him to prepare an announcement at once attractive, interesting and convincing.

I make this recommendation to the beginner in advertising rather than that he should pattern his style on that of even advertisers that he knows to be successful. The reason is that many an advertisement of a successful advertiser is experimental. Having won success through good writing, or sometimes because of some other feature of their advertising, successful advertisers often try out a new style in the hope of getting even better results, and are successful enough to believe they can stand an occasional failure because of their daring to experiment. John Wanamaker is one of the most successful advertisers, but he is ever experimenting, and I would be willing to bet that he has made many individual failures because of taking chances that an advertiser with a small appropriation could not afford to take. I believe that the advice I have given as to the study of "pure reading matter" might be followed with advantage by some of the writers employed by some of the most successful advertisers. And yet I believe in experimenting by those who can afford it, and believe it has had a good deal to do with Wanamaker's continued success.

Some ad-writers appear to think that new and striking phrases are essential to the composition of a good advertisement. Acting on this conviction they evolve some startling expressions and construct some curious combinations of words. But these do not necessarily constitute good advertising. They are often likely to spoil a story that would otherwise interest the very people the advertiser wants to interest. They often give impressions that the advertiser would never give in anything he

wrote himself. They may thus be worse than what he would himself write, even though he had no real ability in writing advertising, and hence should have his ads written by a man who can put himself in both the advertisers' and the public's place.

In the attempts of some advertising writers to do "fine writing" they lose sight of the object of advertising. They are constantly striving to be original, but sometimes they succeed only in being absurd and ridiculous.

As a natural consequence the advertisements they write seldom produce the desired results. They are vastly inferior as advertisements to those written in plain, straightforward language.

A glaring example of the use of original phraseology of the kind of originality that is not good is found in a figurative line that appears in an advertisement of a great business house that was built up by good advertising, but is now careless as to what appears in its announcements. The line reads as follows: "The careful watch that monitors the market for unusual things captured this extraordinary offering."

The metaphors used in the line were apparently chosen for their vagueness. The word "watch" has many definitions, but "attention" or "close observation" would seem to be as applicable as any to the idea that suggested the adjective "careful." "Monitors" as a verb is a word that only the larger dictionaries carry, and means "to accompany as a monitor." A monitor, according to the dictionaries, is one who advises or reproves by way of caution, or a certain style of ironclad, or a roof, or a varanoid lizard. Just how a careful watch of any kind could act in any of these capacities is not clear.

But the pith of the matter is found in the statement, and a remarkable statement it is, that "a careful watch" "captured" an "offering." Small wonder that the offering is spoken of as "exceptional" if it could be captured by even an extraordinarily careful watch.

There is no question whatever about the value of striking original phrases in advertising. But phrases, to be efficient, must be something more than merely original or striking.

The line quoted above is striking enough and it is probably original, but it can scarcely be considered good advertising. The heading, "Slaughter of Pretty Ribbons," in another ad that I have before me seems to call for the remark, "What a shame!"

A phrase that has no direct application to the advertisement containing it is of little value.

A metaphor that is mixed or misleading is worse than no metaphor at all—often far worse.

The plainest, most matter-of-fact advertisement is better than a "funny" advertisement that is not funny—and very often better than one that is.

"Smart" writing, unless it is really clever—and very often if it IS clever—is worth much less than plain, simple words that tell the people what they want to know and what the advertiser wants them to know.

The ad-writer who is able to coin felicitous phrases, and use them felicitously, should exercise his gift and be thankful. If he can brighten his productions with occasional gleams of wit of a kind that really adds to the force of an advertisement, he has real power. But the man who has no faculty for formulating striking phrases that really mean something it is advisable to have the public know, or for turning out the kind of wit that is pleasing and forceful and convincing and void of offense, should be shown that good advertisements can be written without either originality or humor—though these are most excellent things in the hands of those who combine literary ability with the advertising sense.

I would not advise taking such writing as is done in this department as a pattern for advertising writing. Some of it is pretty rotten as to composition, but of course this furnishes a sort of variation from my work of an ad-writer. Then it seems that the best compositors must frequently get so interested in my work that they fail to get my stuff composed as it is written. I used to think that my longhand was so plain that the foreman gave it to the worst compositors, but when I see how clean other parts of the papers I write for are, I come to the conclusion that my copy must be bad. I know that I cannot break myself of writing the word "one," for instance, so that it looks like "due." And whenever I point out a typographical error in an ad that I think should have been avoided, my strictures are sure to contain a typographical error, due to somebody, or an error for which I must in common justice take blame, that is just as bad.

No, in all my long connection with this paper, I have never been to Chicago. I have heard it is a place to which it is safer to mail one's criticisms, and the long-suffering compositors and proofreaders must have it in for me.

When Horace Greeley proudly eulogized the

compositor in the Tribune office who was starting for the war, the honest youth said, "No, Mr. Greeley, it isn't that, but I'd rather be shot than set any more of your blanked copy."

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The somewhat disjointed talk given above, especially the suggestion that a careful writer of advertisements is not always so careful with his other writing, leads to the following discussion of the book work of a man who is not only one of the best writers of advertising in America, but is also one of the most helpful writers ON advertising. For the chief points of this criticism I am indebted to my father, Elihu Woodworth, who is the severest critic of the "More Work" critic, and what is worse—or rather, better— is usually right:

Mixed Metaphors in Advertising Advising

The necessity of being careful in the use of metaphor is strikingly exemplified in one of the best books that has ever been written on the subject of advertising. The author, who is a frequent contributor to this department, and does not object to the publication of this criticism, is a past master in the art of finding quaint similitudes to illustrate and give force to the truths he teaches. And yet, apparently for the want of a little care on his part, and if it should not be his fault, he would not be so mean as to get the goat of the proofreader, whom some worse writers find a convenient SCAPEgoat, he sometimes makes his comparisons convey meanings directly opposite to those intended.

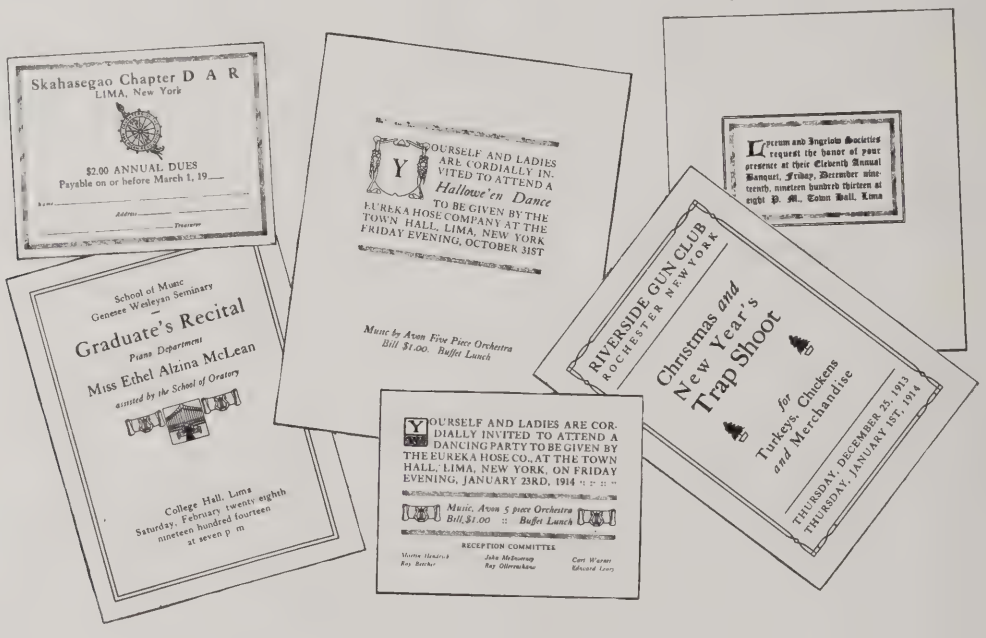
Take this for an example: "To get the best results from your cows you must keep changing the pasture. Your ads want to be changed often, too, to get good results."

Here the advertisements are unquestionably compared to cows, but it is evident that the same rule does not apply to both of the cases cited. To get good results from the ads THEY "want [or need] to be changed often; to get the best results from your cows "you must keep changing the PASTURE." To carry the similitude to a logical conclusion it would be necessary to change the cows frequently, or, on the other hand, to change the pasture into which the ads are put. Pasture for ads might perhaps be represented by the newspapers, but it is doubtful that the best results would be obtained either by changing the cows or by a frequent change of advertising mediums. The commonsense rule in either case would be to get the best of the kind to be had, and then stick to them.

The authority under consideration (and, as Horace says, "he IS an authority,") has frequently put himself on record as a believer that "ads want to be changed often." But we find him making the following assertion:

"Advertising is the nails and spikes that hold your business structure together."

Now, if this metaphor means anything it teaches that it would be unwise and unsafe to make any change in the advertising of the reader addressed. The nails and spikes that hold an ordinary structure together are put in place before the structure is completed, and remain there while it stands. None but a madman would think of removing them and replacing them and by others, even if the others were much better. This is surely a poor illustration



Specimens of Work by F. A. Van Gelder, Lima, N. Y.

to be used in support of the writer's oft-repeated idea as to the advisability of a frequent change in regard to advertisements.

Take one more example:

"A forced ad, like a forced saw, does poor work. Your ads must have enthusiasm to pull."

Though the latter part of this advertisement may be perfectly correct, at least in regard to some kinds of ads, it is not necessarily true that a forced saw does poor work. Just what "a forced ad" is like is not entirely clear, but it is certain that no saw has yet been invented that will work without being forced. Consequently to talk about "a forced saw" in connection with advertising is a poor way "to point a moral or adorn a tale."

Such criticisms as the above are made simply because they may help both those who write little and much; advertisements or books; and no one is more open than this writer to the conviction that some of his own work in the fields and wildernesses of metaphor may be just as rotten. Take the last sentence, for instance. I will let it stand, but hereafter I will remember that Shakespeare is the only writer who ever mixed metaphors successfully. And it is a peculiarity about metaphors that even if you use but one of them, it is likely to get mixed.

I guess that will be all for tonight.

* * *

CANADIAN PRINTERS ORGANIZING

Following a recent convention of Canadian printers and publishers in Toronto, the fraternity throughout the Dominion is organizing for educational purposes.

A particularly interesting paper of the convention was read by Mr. Edward B. Passano, a printer, mechanical engineer and also a member of the American Engineering Association, entitled "Where Do We Get Off?"

The following members of the new Costs Committee for the year 1914-15, or until the next Cost Congress, were appointed: John Burgoine, Halifax; A. McMullan, St. John's, Quebec; T. J. Moore and Joseph Mercer, Quebec; W. A. Desbarats, W. S. Campbell, G. E. D. Cornell, Travice A. Tod and C. H. Tice of Montreal; E. D. Lowe, Ottawa; H. L. Rous, H. E. Miller, F. M. Kimbark, John M. Imbrie and Daniel Baker, of Toronto; George Allen and Robert A. Robinson, Hamilton; John Stovel and George H. Saults, Winnipeg; A. H. Barker, Regina; R. Sherwood, Calgary; Matthew Esdale and H. H. Hall, of Edmonton; R. A. Bindon, Vancouver.

Over three hundred delegates were present at the dinner in the evening, at which entertainment of a varied character was provided. On behalf of the Executive Committee Mr. Atwell Fleming presented Mr. Daniel Baker, Secretary, with a handsome scarf pin as a testimony of their approval of his excellent services during the Congress.

Later a dramatic performance entitled "The Revised Proof," by H. S. Griffin, manager of the Charles Eneu Johnson Company of Philadelphia, was presented. Over five hundred people were present.

BIG WASTE IN GOVERNMENT PRINTING OFFICE

The United States government has discovered that it is wasting over $1,000,000 a year in its print shop in Washington, and in the method by which the earth is cluttered up with useless government documents which are manufactured in editions a hundred and a thousand times larger than the subject of the books justify. One million dollars of the people's money, lying around in the shape of waste paper—stuffing up vaults, and bags, bound in the finest sheepskin in some instances, lying unheard of and unseen and in the original printing office packages for years—only to be sold to the junkman at an eighth of a cent a pound. Consequently before the year passes a scientific readjustment will be made.

When a government document is authorized to be printed at government expense, the public printer runs off a certain number, apportioned to each state. He prints a large edition of farm bulletins on the latest discovery and practice in planting corn, which every farmer wants. And then he prints just as large an edition of some intensely scientific and deeply technical bulletin which only a few sanitary inspectors want. He prints a million copies, or more, of a pamphlet on the subject of the boll weevil, which none but southerners want, and he prints a million copies of a salmon bulletin, especially beneficial to the northwest coast.

Now the result in 1910 alone, in one vault in the capitol building, was the destruction of over 1,000,000 books, printed and bound at the government expense.

At this present moment there are 6,049,419 obsolete publications of six years' accumulation in Washington—and perhaps a lot more which have not been counted.

To show the enormous waste, let me take the ledger figures at the government printing office, which shows one little waste paper transaction in 1909. There were 1,435,272 obsolete books on hand in one of the rooms. They had cost $700,000 to print. They had never left the printing office. They were sold for waste paper and the government received $11,224.02. There is lost $683,-125.98 on one pile alone.

The latest calculation is that each volume which will be thrown away this year will have cost the government 50 cents apiece on the average, and there will be at the present rate 1,000,000 volumes of splendidly printed stuff to be cast out to the junk man. These figures are taken from the records of the house committee on printing, which has a newspaper publisher for a chairman. His name is Barnhardt, he hails from Indiana, and is doing everything he can to revise the system by which the government loses money every year. Let Mr. Barnhardt himself be quoted on an occurrence in the government printing office:

"The public printer undertook to make the government printing office the most ornate establishment in the world. The job composing room was equipped with mahogany finished, brass trimmed furniture at a cost of $20,000. This furniture was installed to replace good quartered oak cases."

The committee has just discovered that some of the government money appropriated for the printing office has been used for fishing trips to Canada, a summer at Narraganset Pier, a tour to Nova Scotia and a lot of other places.

* * *

In order to satisfy customers, it is a prime necessity to know their wants and requirements. (Note the word "prime"—it is not the only necessity.)

The Michigan Federation Plan

County and district organizations of editors, printers and publishers are useful and, when properly conducted, their value to the members and to the sections covered thereby can not well be over-estimated. There are matters of local interest to counties, and to the different sections of a state and to the publications issued therein, that can not be effectively handled at state conventions and for that reason, organizations should be formed and maintained to deal with such interests. These should not, however, be permitted to take the place of an active, progressive state organization, and all should be united in the National Editorial Association.

We have had in mind, ever since the last convention of Michigan editors, printers and newspaper publishers, held at Detroit, to call attention to the plans then adopted that resulted in the formation of the "Michigan Press and Printers' Federation," to include and consolidate all other organizations in the one body. The convention was in every way important and successful. The name adopted admirably indicates the main objects had in view. Two hundred and fifty printers and publishers were present. As told by the Detroit Free Press at the time:

With "Boost for Michigan" as its slogan, the amalgamation unites in promoting the interests of the whole state instead of the various associations "pulling and hauling" for their several localities.

A resolution was adopted calling for a united effort to put Michigan on the map in bigger letters than ever before, with a big boost for the whole state, advertising her resources and demanding from every source the things that are due the state.

A definite plan was hit upon for co-operating with the various development bureaus of the state in their work of bringing settlers to the sparsely populated sections and in exploiting the products of the state.

Michigan Publishers and Printers at Ford Automobile Factory, Detroit
(Courtesy of Editor James Schermerhorn, Daily Times)

Seitz Praises Co-operation

Don C. Seitz, business manager of the New York World, touched the core of the co-operation proposition. He said:

"You don't gain anything by fighting your brethren. You may think it hard to have another paper in your town, or possibly two of them, but the best way out is for all to get together for the common good and try in every way to make the lot of the other easier."

Addresses were also given by Loring Lane, Battle Creek; D. E. Hubbel, Croswell; George Harland, Detroit; Clifford Ward, C. E. Grabill, Greenville; E. H. Congdon, Oxford, and O. P. Schumann, Grayling.

A committee was appointed by President Weil on resolution to take up with Insurance Commissioner John T. Winship and Michigan representatives of companies writing employers' liability insurance the matter of al-

leged discrimination in rates. The resolution called attention to a provision in the law and also corresponding rules of insurance companies, requiring concerns whose payrolls amount to $1,000 to $1,500 annually to pay double rates for insurance against accidents to employes.

The resolution was introduced by William Charles, Jr., Bellevue Gazette, and the committee appointed was composed of Mr. Charles M. H. DeFoe, of Charlotte, and E. J. McCall, of Mt. Pleasant.

Louis A. Weil, Port Huron; Burton F. Brown, Harbor Beach; G. T. Harland, Detroit; Perry F. Powers, Cadillac; D. W. Grandon, Hillsdale; H. A. Thompson, Williamson, and Dr. Emma E. Bower, Port Huron, were appointed to form organization plans and draft by-laws for the amalgamated society.

Governor Ferris and A. C. Carton, of the public domain commission, attended the sessions. Speakers at Saturday morning's session were Fred W. Gage, Battle Creek, and Major W. P. Nisbett, Big Rapids. At ten o'clock a visit was made to the Ford automobile factory, where the newspaper men witnessed the manufacture complete of an automobile in 30 minutes.

At Saturday afternoon's session the speakers were W. H. Berkley, Cassopolis; Harry L. Izor, Durand; H. M. Myers, Standish; Pat O'Brien, Iron River; John N. McCall, Ithaca, and Miss Jennie Buell, of the State Grange.

A complimentary banquet was tendered the visitors Saturday night by Fred Postal, proprietor of the Hotel Griswold. The speakers were Louis A. Weil, Port Huron; A. C. Carton, Flint; John I. Gibson, Western Michigan Development Bureau; Congressman L. C. Cramton, Lapeer, and Wilbur D. Nesbitt, Chicago.

Thirty members of the Woman's Press Association of Michigan held an informal meeting at the Board of Commerce to make plans for their twenty-sixth annual meeting, which was set for Hillsdale, June 3th, 4th and 5th.

Newspaper publishers from the "Thumb" district had on foot a plan to organize themselves into a club.

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WISCONSIN FRANKLIN CLUB TO MEET AT MADISON

The Wisconsin State Franklin Club has accepted the invitation of the Board of Commerce and the University of Wisconsin's Course in Journalism to hold its 1915 meeting in Madison.

The club was addressed at its annual meeting in Milwaukee last month by Prof. F. H. Elwell of the University of Wisconsin on "A System of Cost Accounting for Small Newspapers." Prof. Elwell's course in cost finding has been published by the state university for the use of the printers of Wisconsin and others interested in printing costs.

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WISCONSIN TO HAVE A SUMMER COURSE IN JOURNALISM

Two courses in Journalism will be given in the summer session at the University of Wisconsin, which opens June 22nd. One will be a course in Newspaper Writing and one in Special Feature Writing for newspapers and magazines. They will be under the direction of Grant M. Hyde, Instructor in Journalism, author of the text book, "Newspaper Reporting and Correspondence," and a contributor to World's Work and other magazines.

Editors in School at Lawrence, Kansas

Over Three Hundred Attend Newspaper Conference

Lawrence, Kas., June 10th.—Three hundred or more Kansas editors, representing every type of newspaper in the state, uniting with editors from outside of Kansas, have been in school at the state university here recently. This is the first school of the kind ever held in the country and promises to bring about unusual results. The University of Kansas provides a course in journalism and the newspaper conference of this week is what may be termed a "Short Course" in journalism. Prof. Merle Thorpe, head of the department of journalism, invited to the conference men of all faiths in newspaper work. They were among the best known men in the three branches of the profession—editorial and news, advertising and mechanical.

Then he sent a card to the editors of Kansas, telling them to come to Lawrence and hear these men tell of their experiences and beliefs and to ask questions on details and discuss with the lecturers the things that were of particular interest to each editor. The course was primarily for the home editor, the man who is the managing editor, editor-in-chief, news editor, advertising man, business manager, job solicitor, often the pressman and sometimes the typesetter. But there was much in the course for the reporters, correspondents, editors, contributors of the dailies, great and small, and the men who devote all their time to advertising or other business getting in a newspaper or in a general printing establishment.

In reality the course was a general newspaper institute. There were at least seven lectures by the most experienced men in the special field each day, and interesting discussions of each lecture. The institute began at eight o'clock every morning and the work did not stop until ten or eleven o'clock at night. To some it was their old college days over again. To others it was their first taste of college.

The entire work of the conference was laid out with the same precision and care as in the university study courses, and as each editor registered he was given a complete schedule of the week's work, showing the hour when certain subjects would be taken up and discussed. The editors were treated exactly as students when they enroll in college or institute work.

Kansas has never seen a grouping of such distinguished newspaper men of all branches of the profession. A few of the best known men were unable to come at the last moment. But not single man failed to write his lecture and send it along to be read.

Here is a list of the lectures and the lecturers of the conference:

"Selling Newspaper Space," James M. Lee, New York; "Things to Tell the Merchant," Marco Morrow, Topeka, Kas.; "Advertising That Draws Trade," R. N. Waldo, advertising manager, Good Housekeeping; "How to Get National Advertising," George H. Perry, San Francisco; "System in News Gathering," Ralph Tennal, Kansas City, Mo.; "The Human Element in Local News," Mr. Tennal; "Community Service," Frank LeRoy Blanchard, New York; "Five Lectures on Print Costs," E. E. Sheasgreen, Chicago; "Circulation Problems," F. M. Ball, Chicago; "Mechanical Cost," J. C. Morrison, Morris, Minn.; "Advertising Costs," Mr. Morrison; "Tainted Newspapers," Rev. Washington Gladden, Columbus, O.; "Publicity, the Force Behind the New Freedom," Charles M. Grasty, Baltimore; "The Associated Press," Will

Irwin, New York, F. E. Noyes, Washington, Melville E. Stone, New York, and Oswald G. Willard, New York; "Licensed Reporters," Barratt O'Hara, Lieutenant-Governor of Illinois; "The Poison in News Reports," Roy Howard, manager United Press; "Regulating the Newspaper as a Public Utility," Harrison Gray Otis, Los Angeles, Cal.; "Sound Advertising," Irvin Cobb, New York; "Legal Compulsion of Newspaper to Guarantee Readers Against Fraudulent Advertising," E. St. Elmo Lewis, New York; "State Inspection and Guaranty of Newspaper Circulation," J. T. Barrons, Kansas City, Mo.; W. B. Curtis, New York; "The Editor as a Schoolmaster," Hamilton Holt, New York; "Training of Newspaper Makers," B. B. Herbert, Chicago; "Our Advertising Agency," G. E. Marcellus, Chicago; "Must the Newspapers Give the Public What it Wants?" Lyman Abbott, Norman Hapgood; "The Public's Taste in Newspapers," Lawrence Abbott, New York.

Barratt O'Hara, a newspaper man who has gone into politics, started the first spirited discussion of the conference when he proposed a license for the newspaper men. The requirements for obtaining the license as recommended are five:

First, the applicant must be 21 years of age. Second, he must have the equivalent of a high school education. Third, he must have studied two years in a recognized college of journalism or have passed the same period of time in a newspaper office as an apprentice reporter. Fourth, he must furnish the board of journalism with positive proof of a good moral character. Fifth, he must successfully pass an examination in writing conducted by the said board at regular intervals.

A provision was included in Mr. O'Hara's plan for those who were unable to get the two years' training in a school of journalism. Such men are to be given certificates as apprentice reporters and will be allowed to do the work of a cub reporter, but will not be allowed to pass final judgment on their own or any other person's copy.

The proposition was entirely new to the Kansas editors and a considerable number of them vigorously opposed the plan. Most of them admitted there was great room for improvement in newspaper writing because of over-enthusiasm, over-imagination, and a desire to produce a "good story" among some reporters; but they did not feel that licensing would help the situation. Education and a change in the public taste were regarded as more productive of accuracy than a license.

The Rev. Washington Gladden, preacher, editor and author, asserted that the newspaper field was just as sacred as the ministry in the good it could do and is helping make the world a better place to live in.

"To generate and diffuse a sound, sweet, vigorous, generous wholesome public opinion is the way to promote and advance the reign of the republic of God in the earth," he said. "It is the best and biggest business in which any human being can engage. It is the business of the editor and the minister—yours as much as mine, mine no less than yours."

Will Irwin has written numerous articles about the Associated Press in its organization. He prepared a paper for the conference asserting that the A. P. was so dominated by the "old crowd" of newspapers that new thought and new proposals had a hard time getting space on its wires. He also asserted that news adverse to persons friendly to the "old crowd" failed to get on the wires.

F. B. Noyes, president, and Melville E. Stone, general manager, answered these attacks. They produced evidence to show the absolute fairness of the "A. P." news service in which both sides interested in some public matter had complained of being treated unfairly in the news. Oswald Garrison Villard, editor of the New York Evening Post, chairman of a committee that made a special investigation of these charges, said that his committee had never been able to trace down any report that the Associated Press had neglected or refused to handle any news of general interest in a colorless, unbiased and painstakingly accurate manner.

Roy W. Howard, general manager of the United Press, maintained that there was not so much danger in the coloring of news as there was in suppressing news to suit interested people. He charged that once the Standard Oil interests had sought to control one of the newspaper associations so that it could suppress certain news items regarding the government suit against the oil trust.

Mr. Howard did not feel that there was any particular danger in the "poison" of the correspondents of the press associations, as the editor of each paper knew the policy of the paper and could print what was desired of a press report and extract any "poison" that might affect readers.

Irvin Cobb said that he did not believe American advertising was subtle or that it induces people to buy things they do not need or really want, thus destroying the thrift of the nation. "It comes to me," said Mr. Cobb, "that a great deal of good money is wasted in magazine and ill-advised advertising campaigns. Advertisers buy space at high prices and then fill the space with matter which is neither alluring, appealing nor convincing. At least some of them do.

"On the other hand, an advertisement which sets forth with brevity and emphasis the value, or the supposed value of a given commodity, seems to me to be a necessary and a vital element of contemporary magazine and newspaper literature. If the advertised article has no real merit behind it, I do not believe it can ever become permanently popular. On the other hand, a really worthy commodity gains in influence and selling power through the repeated publication of its name or the slogan or catch phrase that is identified with it.

"Speaking personally, I know that I continue to buy certain articles largely because the names of those articles soak into my memory day after day, and week after week, through the saturating power of newspaper and magazine advertising. At the same time, I am equally sure that I would not continue to buy those commodities were they not of merit.

"I repeat that, in my opinion, sound advertising does not lead to the destruction of the saving instinct of the American people, nor to reckless spending of their money. It leads to intelligent and rational spending."

Richard H. Waldo, advertising manager of Good Housekeeping, in discussing good advertising urged the small country papers to join the big papers in the fight for absolutely accurate advertising, just as they were fighting for accurate news reports. Mr. Waldo said:

"As a man in close touch with national journalism, I hold that the great future of the publishing business is in the development of advertising efficiency. In every community of the greatest commercial nation in the world today there is need of a newspaper whose advertising is absolutely reliable. The public wants it, and men grow rich giving the public what it wants.

"According to figures gathered in the past few years,

88 per cent of all manufacturers in the United States turn out goods fit to be advertised under the highest standards. It is a fact, however, that many among the remaining 12 per cent are the best spenders.

"But theirs is the advertising that draws trade for themselves alone, and the harm they do in shattered confidence to every other advertiser is coming to be clearly understood. The great body of American manufacturers is getting back of the clean-up policy that seeks to make advertising pay as it really should pay."

(To be concluded in August issue.)

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NEW SECRETARY OF UNITED TYPOTHETAE

Mr. Percy Parnell Tyler of Schenectady, N. Y., has taken up his duties as secretary of the U. T. A. and Ben Franklin Clubs of America. On a visit to the general office of the organization in Chicago, the editor of this journal found the new incumbent busy at his desk but with a ready greeting and a pleasant smile. Earnestness, efficiency and a love for his work were evidenced in his manner and conversation.

P. P. Syler, New Secretary United Typothetae and Ben Franklin Clubs

He is a business man and for the past five years has served as secretary of a printing establishment at Schenectady known as the Maqua Company. In this position he studied costs in order to secure greater economy and efficiency. His success brought recognition and put him on the program at the Denver convention three years ago. His paper, read on that occasion, with its clearness, point and the new ideas advanced therein, received general commendation. It showed keenness of understanding, as well as thorough knowledge as to details necessary to reach desired results.

The Maqua Company is one of the large establishments of this country with complete printing and engraving departments.

The new secretary impresses one as a man who will make good through energy and perseverance, and a pleasing personality that will win friends and inspire confidence and co-operation. He is spoken of by those who know him best as of the highest principle and of distinctive worthiness and ability.

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NEW EDITORS FOR WISCONSIN CARDINAL

New editorial, news and business staffs of the Daily Cardinal, the eight page morning paper, edited and published by the students of the University of Wisconsin, have just been elected for next year as a result of competition throughout the year just closed. Harold L. Merkel, Milwaukee, has been re-elected editor in chief, Russel M. Nowels, Columbia City, Ind., has been chosen associate editor.

The new managing editor is Harold Jenness, Nampa, Idaho. The other members of the news staff are: Assistant managing editors, Donald R. Higgin, Pontiac, Ill., Wm. F. Clifford, Evansville, Ind.; university editor, Arthur Prussing, Chicago; assistant university editor, Dean B. Gorham, Decatur, Ill.; intercollegiate editor, Edw. H. Pottinger, Madison; reporters, Maxon Judell, Milwaukee, Hilton Hornaday, Washington, D. C., Wm. F. Moore, Connorsville, Ind.; Raymond D. Jamieson, Toledo, O.; Roger G. Wolcott, Rock Island, Ill.; Heyward Siddons, Washington, D. C.; Normal J. Radden, Sheboygan Falls, Wis.

The woman's page in the Daily Cardinal, which is the only one of its kind in any college paper in the country, will be edited by Mary H. Young, Alpena, Mich., with Ruth B. Glasson, Scofield, Wis., as associate editor, and the following assistant editors: Florence J. Ellman, Madison; Hulda M. Johnson, Virginia, Minn.; Marion E. O'Neill, Chippewa Falls, Wis.; Harriet O'Shay, Madison; Madeline E. Pierson, Spring Valley, Ill.; Mary M. Wade, Muscoda, Wis.

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"ACCURACY FIRST" FOR WISCONSIN EDITORS

The adoption of the slogan, "Accuracy First," by the editors and printers of Wisconsin was advocated by Prof. Willard G. Bleyer, head of the course in journalism at the University of Wisconsin, in speaking on "Newspapermen, Born and Made," at the annual banquet of the Wisconsin Press Association and the State Franklin Clubs at Milwaukee.

"'Accuracy First' in news and editorial columns, 'Accuracy First' in advertisements, 'Accuracy First' in circulation statements, is now being recognized to a greater extent than ever before as the best policy in newspaper publishing," he pointed out. "It is likewise appropriate for the printer, especially at a time like the present, when the importance of cost accounting is being recognized."

He showed what department of journalism could do to aid editors and publishers and urged closer co-operation between printers and press associations with the state universities of their state.

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JOURNALISM INSTRUCTOR TO WORK ON FRENCH PAPER

F. A. C. Ernst, instructor in French Journalism in the Course in Journalism at the University of Wisconsin, has gone to Belgium, his old home, where he will engage in newspaper work on one of the Brussels papers during the summer. He will return to Wisconsin to resume his work at the opening of the fall semester, September 21st.

Twenty-Ninth Annual Convention of the National Editorial Association

Official Report by George Schlosser, Secretary

THE association was called to order by the retiring president, Mr. A. D. Moffett. On request of president, invocation was then offered by Father Herbert. Mr. Moffett turned the gavel over to the new president, Mr. John Clyde Oswald, of New York. Mr. Oswald introduced the Mayor of Houston, Hon. Ben Campbell, who welcomed the association to the city. Hon. O. B. Colquitt, Governor of the state, was unable to be present, and Lieutenant Governor Mayes, a past president of the association, made the address of welcome on behalf of the state.

The president then introduced Mr. Lee J. Rountree of the Georgetown (Texas) Commercial, who spoke of the arrangements made for the association.

A welcome on behalf of the state press at large was then extended the association by Mr. Judd Mortimer Lewis, Houston. Mr. Lewis also announced that the Houston Press Club would keep open house for the members of the association. It was also announced that Mrs. Ballington Booth would address the association at the Press Club, and that Governor Colquitt would be glad to welcome the members of the association to Austin.

A song was then rendered by the ladies. It was composed by Judd Mortimer Lewis.

Past President B. B. Herbert, National Printer-Journalist, Chicago, Ill., responded to the addresses of welcome in behalf of the National Editorial Association.

After Mr. Herbert had finished, John Clyde Oswald, the American Printer, New York, gave the President's Annual Address.

John Clyde Oswald
President's Annual Address

It will not come as news to many of you to hear me say in this address that I wanted this annual convention of the National Editorial Association of America to go to New York, and since it could not be in two places at the same time I cannot claim that I was overjoyed when the National Council selected the city of Houston instead. However, at the time this manuscript was prepared two weeks ago, the plans of our Texas friends were sufficiently well known to justify me in dictating what I am reading to you now, that I feel sure I speak for all of you when I say we are glad we came. This convention goes ahead of any within my recollection in the arrangements to make the stay of the delegates interesting and enjoyable, and I know you join me in pleasant anticipation of the good time we have in prospect.

Members of the National Editorial Association at the Alamo, the Texas Shrine of Patriotism and Heroism.

In formally opening this twenty-ninth annual convention I greet you at a time when the journalistic profession in America is at the topmost point of its career, and happily it may be said that it is still going upward. Its ideals are high, its methods clean, its processes scientific and its rewards sure.

Writers, editors, publishers, reporters and printers have always played a prominent part in our national life, beginning with the days when before the founding of

the republic Benjamin Franklin set such a notable example of public service. Never, however, was this so notably true as at present.

The president of the United States, one of the few men of southern birth in recent years to stand with his hand upon the helm of the Ship of State, would have had a secure place in history had he done nothing more than make his notable contributions to our literature. Four members of his cabinet were former newspaper men; sixty-one members of Congress were either writers, editors, reporters or printers; some of our greatest ambassadors can claim the same distinction; when it comes to governors and lieutenant-governors, I have not been able to gather complete statistics, but I have only to mention New York, Ohio and Texas to prove that our states know where to go to get their chief executives; and as for mayors of cities and members of state legislatures who are drafted from the ranks of newspaper men their number is almost as the countless stars of the Milky Way.

The increasing demand the nation is making upon the newspaper profession for individual public service is complimentary to it, but I look forward to a time when to hold a private post as guiding spirit of a great newspaper will be a greater responsibility and honor than to sit in the chair of some great public office. The tribune of the people of the years that are to come will be that man who will be great because of the public service he will render in pointing the way in the columns of his newspaper to right thinking and right acting. He will be greater than the public official, because the official will merely transmit into action the will of the people as the newspaper creates and directs it.

In the service to our country which newspaperdom is rendering and will to a greater degree render in the future, the so-called country newspaper will play an important part. William Allen White says that the "two curses of every newspaper man's life in a country town are the postoffice and the hope of the county printing." That is not so true of the present as of the past, and it will not be so true of the future. Newspaper publishing as a business is coming to be a profitable business. Look around you at the men and women who have come long distances and at considerable expense to attend this meeting and you will decide you need to go no further for evidence of the fact.

The best and most profitable newspapers are those conducted by men and women who are editors and publishers first, last and all the time. They get their revenue from their newspapers and the better the newspapers the larger and more certain the revenue. Politics play a large part in the life of the people and therefore it comes into close association with newspapers. The fact that there is a sharp distinction between politics and politicians should be kept in mind. The Standard dictionary defines politics as "the science of government" and the politician as "a spoilsman." Newspaper and politics should be one and inseparable. Under such a condition politics will be clean, for with the sunlight of publicity shining steadily and brightly, rottenness will dry and disappear. The newspaper and the politician, however, should be absolutely divorced and a decree issued that they should never again be permitted to register from the same address.

In order to protect the public from the greed of the politician, particularly as we know him in our larger cities, the newspaper should be entirely independent of him. When the New York Times drove Boss Tweed from power, starting the machinery that eventually landed him in jail, it performed the kind of service that some day all American newspapers, because having no alliance with politicians and being therefore free from their influence, will be prepared to undertake at a moment's notice. I am enough of an optimist to believe most of them are at that stage now.

To get down to National Editorial Association affairs, we started in a year ago at Colorado Springs without even a list of the members. No doubt such a list existed somewhere, but it was not in the possession of your officers. We took the registry of the attendants at the twenty-eighth annual convention, in various ways secured from those at past conventions lists of the delegates who were present at them, obtained lists of members of state and sectional press associations insofar as possible, and during the ten months since the last convention we have added about seventy-five members to the roll. We shall probably go from this annual convention with the largest list of members that the association has known, if not in its history, at least in recent years.

It has been true of too many of the years of the association that its work was confined to the few days during which the annual sessions were held. This has not been the case during the period now drawing to a close. Committees composed of able and experienced men have been engaged in efforts to advance the interests of the membership, and the formal part of the opening of this convention will consist of their reports. The reports are made on the first day in order that you may become familiar with the personality of the chairman of each committee, that you may be in a position to know what the committees propose to do, and in the hope that you will consult and co-operate with them through the three days of this meeting. The program has not been formally divided up into departments, but it is expected that those who are specially interested in the various subjects covered by the reports of the committees will confer with their chairmen upon the adjournment of this session, or later, and arrange for such meetings and conferences, independently of the main sessions, as may seem to you to be desirable.

We have sometimes, and from some points of view correctly, been criticized in the past because not sufficient emphasis has been placed at our annual gatherings upon the business sessions. This convention has been arranged with an endeavor in mind to meet that objection. We asked our Houston friends not to make any plans for our entertainment that would conflict with our business sessions, and I want to say that if you ever find yourselves under the necessity of attempting to curb Texas hospitality as I have attempted to curb it, you will find that it is not an easy thing to do. However, they accepted the situation and I trust that the delegates also will keep in mind the fact that we are here not only to have a good time but to do some constructive work for our profession.

I have no fear of laying myself open to a charge of extravagance of statement when I say that our program of addresses offers the best thought of the newspaper world of America today. If you do not get from it alone enough more than to repay you for the time and expense of coming to this convention, I am afraid the fault will lie with you and not with the able men and women who have come here to give generously to us from their rich store of professional experience.

Mr. A. L. Shuman, Fort Worth (Texas) Telegram, Chairman of the Small Town Ad Committee, then made his report. It was discussed by Mr. Baumgartner.

Mr. Geo. E. Hosmer, Fort Morgan (Colo.) Herald then gave his report on Free Printing of Stamped Envelopes.

Mr. A. D. Moffett, Elwood (Ind.) Record gave the report of the Legislative Committee.

Report of the Convention Publicity Committee was given by A. B. Bragdon, Jr., Monroe (Mich.) Record-Commercial.

Mr. W. G. Crush, of the M. K. & T. R. R., then addressed the convention in regard to the "circle tour."

Adjournment until 2 o'clock.

Thursday Afternoon, 2 P. M.

The convention was called to order by President Oswald at 2 P. M.

Mr. Moffett, Chairman of the Legislative Committee, introduced a resolution pledging the endorsement of the convention to the Adair Bill, now pending in the United States Congress, which bill is for the purpose of granting the right of exchange of interstate transportation by railroads in exchange for newspaper advertising. The resolution was referred to the committee on resolutions.

Mr. J. E. Phelan, Bridgeport (Conn.) Herald, sent his address on "Cashing in on Honest Advertising," and it was read to the convention.

Mr. John W. Philip, Dallas, representing the Chamber of Commerce of the United States, then spoke on "Business and the Press," this having been substituted for "The Daily Newspaper—Its Appeals and Benefits to the Business Man."

The association was addressed by Mr. James Schermerhorn, Detroit (Mich.) Times on "The Pen is Mightier than the Sword—or 'Slate.'"

He was followed by Mr. Lee Shippey, Higginsville (Mo.) Jeffersonian, with "A Complete Confession."

Mr. Arthur A. Hay, Camas (Wash.) Post, spoke in behalf of "The Country Publishers of America."

President Oswald announced committees as follows:

Memorials:

Col. John Dymond, New Orleans, La.
J. M. Baumgartner, Santa Ana, Cal.
R. E. Dowdell, Artesian, S. Dak.
A. D. Moffett, Elwood, Ind.
Benj. B. Herbert, Chicago, Ill.

Resolutions:

Dietrick Lamade, Williamsport, Pa.
Guy U. Hardy, Canon City, Colo.
Herman Roe, Northfield, Minn.
Chester H. Fox, Austin, Ill.
W. C. Luck, Yankton, S. Dak.
L. M. White, Mexico, Mo.
Homer Harwood, Warren, Mich.

Credentials:

H. C. Hotaling, Mapleton, Minn.
Roy A. Stacey, Adair, Iowa.
Frank Roderus, Chicago, Ill.
J. Byron Cain, Belle Plaine, Kas.
W. R. Hodges, Sleepy Eye, Minn.

A motion was made by Past President Herbert to refer Mr. Hay's request for co-operation between the Country Publishers of America and the National Editorial Association as regards advertising to the Advertising Bureau Committee, which motion was carried.

Mr. Herbert moved that the citizens of Houston be invited to attend the meetings of the association; unanimously carried.

Adjourned until 9:30 Friday morning.

Friday Morning, 10 A. M.

The meeting was called to order by President Oswald. He turned the gavel over to Vice-President Hosmer, who presided.

Mr. H. E. Hogue, Eaton (Colo.) Herald, was unable to be present. His paper, "What Should be the Attitude of the Editor Toward His Readers," was read by Mr. Harwood.

"Editorial Writing in the Home Weekly," Carlton M. Brosius, Sumner (Miss.) Herald-Progress, was read by Mr. Childress, Fairfield, Ill.

Professor Merle Thorpe, School of Journalism, University of Kansas, Lawrence, sent "The Editor Forehanded," which was read by Father B. B. Herbert.

Mr. H. M. Nimmo, Editor Detroit (Mich.) Saturday Night, spoke on "Old Wine in New Bottles."

Mr. L. M. White, Associate Editor Mexico (Mo.) Ledger, then addressed the convention on "Editorial Responsibility of the Country Publisher."

"The Newspaper as a Constructive Force" was read by Edward Albright, Gallatin (Tenn.) News.

"Getting Close to Readers" was the subject of the address of Mr. Joe Mitchell Chapple, National Magazine, Boston.

Mr. Schlosser gave details as to the "circle tour."

A telegram was read from Wichita Falls, inviting the association to visit it on the above tour.

Lieutenant Governor Mayes, in behalf of the Commercial Club of Brownwood, presented to each member a package of pecans.

Mr. Ward, representing the Texas Business Men's Association, of Fort Worth, presented booklets, containing facts about Texas, to the members.

After President Oswald had announced that the Resolutions Committee would meet immediately, the meeting adjourned.

Friday Afternoon, 2:30 P. M.

President Oswald called the meeting to order.

He read a letter from the Houston Chronicle, inviting the members to visit their plant.

Mr. H. C. Hotaling read the report of the Credentials Committee, showing a membership of 256 and a representation from thirty states. It was suggested that the list of members, as presented by the Credentials Committee, should be corrected, and motion was made that, after such errors in names, etc., had been rectified, the report of the committee be adopted. The motion carried.

REPORT OF CREDENTIALS COMMITTEE

Alabama—Morris E. Pepperman, Southern Odd Fellow, Montgomery; Mrs. F. J. Crampton, Southern Odd Fellow, Montgomery; James H. Hard, Birmingham; William H. Judson, Bessemer.

Arkansas—E. C. Funk, Democrat, Rogers.

California—J. P. Baumgartner, Register, Santa Ana; Clifton S. Wady, Pacific Printer, San Francisco; Helen K. Williams, Woman Citizens, San Francisco; Mary E. Hart, Woman Citizens, San Francisco.

Colorado—W. C. Calhoun, Rocky Mountain Magazine, Denver; Alva Swain, Colorado Editorial Association, Denver; George E. Hosmer, Herald, Fort Morgan; Guy Hardy, Canon City; L. F. Willoughby, Denver; J. F. Reardon, Denver; Samuel Blatt, The Candle, Creede.

Illinois—G. W. Hughes, Register, Clinton; Caroline Huling, Stylus, Chicago; Morris J. Seed, Register, Mount Vernon; G. B. Pettit, Press, Reynolds; Charles Bradshaw, Patriot, Carrollton; Mrs. H. O. Houghton, Chicago; Rollo Robbins, Eagle, Augusta; E. H. Fox, Western Brewer, Chicago; E. F. Kemp, Press Club, Chicago; Frank Roderus, Press Club, Chicago; Fred D. Porter, National Builder, Chicago; Burton A. Pratt, Press Club, Chicago; Dr. Nutt, Press Club, Chicago; Clyde A. Gardner, Press Club, Chicago; John M. Stahl, Illinois Far-

mer, Chicago; E. M. Stevens, Record, Paxton; W. S. Menamin, Bulletin, Chicago; A. N. Rigby, Chicago; E. E. Williamson, Independent Press, Griggsville; Mrs. Della H. Rigby, Bloomington; W. J. Snyder, Chicago; Estelle Ryan Snyder, Author, Chicago; Mrs. Edna Edinburn, Bloomington; Mrs. S. B. Merritt, Lostant Local, Lostant, E. H. Childrenn, Press, Fairfield; W. J. Black, News, Elgin; L. B. Frazier, Beacon-News, Aurora; D. V. Clarkson, Publisher, Chicago; Mrs. Holton; Mason Warner, Snitzler Advertising Agency, Chicago; John M. Rapp, Wayne County Record, Fairfield; Dr. G. Frank Lydston, Author, Chicago; S. J. Porterfield, Chronicle, Cullom; Eugene L'Hote, Herald, Milford; Mrs. Andrea Inman, Daily News, Chicago; B. B. Herbert, Past President and Life Member, Chicago.

Iowa—R. A. Stacey, News, Adair; Orville Elder, Journal, Washington.

Indiana—W. W. Aikens, Evening Star, Franklin; C. H. Neff, Herald, Anderson;Miss H. Bott, Journal, Tell City; J. C. Lockner, Bee, Auburn; A. D. Moffett, Daily Record, Elwood; W. E. Beeson, Journal, Winchester; J. A. Kautz, Tribune, Kokomo; J. Feudner, Republican, Rushville; J. Ross Woodring, Journal, Peru; N. W. Savage, Journal, Peru; A. B. Crampton, Citizen, Delhi; Lew M. O'Bannon, Democrat, Corydon.

Kansas—W. M. Gibbs, Republican, Tribune; A. R. Hausmann, Daily News, Lyons; John Redmond, Republican, Burlington; Sheridan Ploughe, Wholesaler, Hutchison; J. Byron Cain, News, Belle Plaine; H. C. Stevens, Western Odd Fellow, Topeka; William Glen, Republican, Tribune; J. W. Sowers, New Era, Spring Hill; George H. Yust, Sun, Sylvia; Charles Yoe, Tribune, Independence; A. L. Sponsler, Hutchinson.

Louisiana—Miss Florence Dymond, Louisiana Planter, New Orleans; Colonel John Dymond, Louisiana Planter, New Orleans.

Missouri—Lee Shippey, Jeffersonian, Higginsville; W. L. Roberts, Democrat, Gallatin; H. F. Stapel, Mail, Rockport; C. M. Harrison, Gallatin; W. H. Johnson, School News, Independence; L. M. White, Ledger, Mexico; Ben F. Wood, Laredo.

Minnesota—J. G. Gibbs, American Stock Review, St. Paul; O. J. Rea, Herald, Tracy; Herman Roe, News, Northfield; David Ramaley, A. O. U. W. Guide, St. Paul; H. C. Hotaling, Blue Earth County Enterprise, Mapleton; H. A. Castle, St. Paul; C. I. Johnson, St. Paul; W. R. Hodges, Herald, Sleepy Eye; D. E. Evans, Trumpet, Tracy; Allan Bates, Herald, Tracy; G. B. Bjornson, Mascot, Minnesota; C. E. Wise, Review, Mankato; A. L. King, Skordennanen, Minneapolis.

Massachusetts—E. E. Landers, Marthas Vineyard Herald, Oak Bluff; John C. Brimblecom, Graphic, Newton; A. E. Winship, Journal of Education, Boston; Joe Mitchell Chapple, National Magazine, Boston; Mrs. Joe Mitchell Chapple, National Magazine, Boston; Harry B. Turner, Mirror, Nantucket.

Mississippi—C. M. Brosius, Herald Progress, Sumner; J. A. Richardson, Indianola; James Faulk, Herald, Leaksville.

Michigan—O. Palmer, Avalanche, Grayling; Homer Harwood, Watchman, Warren; A. B. Bragdon, Commercial, Monroe; L. B. Crampton, Clarion, Lapeer; A. E. Gordon, Detroit; Henry Nimmo, Saturday Night, Detroit; Joseph Schermerhorn, Times, Detroit; H. F. Harris, Review, Richmond; William P. Nisbett, Bulletin, Big Rapids; Miss Laura E. Jones, Trade, Detroit.

New Jersey—E. H. Tomlinson, Record, Morristown; Jed DuBois, Journal, Wildwood; Wilbur Knight Sloan, News, Swedesboro.

Nebraska—E. R. Purcell, Chief, Broken Bow; Mrs. A. L. Xanders, League of American Pen Women, Columbus; Frank O. Edgecombe, Signal, Geneva; W. G. Purcell, Chief, Broken Bow.

New Mexico—C. H. Raymond, Headlight, Dunning.

New York—E. A. Higgins, Advertiser, Elmira; J. Clyde Oswald, American Printer, New York; W. F. Collins, Troy; Ahmed Emin, New York; G. Goodwin Turner, New York; S. E. Theise, American Press, New York; William H. Akers, Coffee Trade Journal, New York; John R. Young, New York; Joseph Young, Merchants Exchange, New York; Marshall Cushing, "How," New York; Herman Ridder, Staats Zeitung, New York; L. W. Hones, Review, Roscoe; C. G. Clark, Record, Perry; Edwin P. Gardner, Journal, Canandaigua; A. P. Bradt, Fulton; Edgar L. Adams, Independent, Marathon; L. A. Hornstein, Linotype Bulletin, New York; George E. Briggs, Highland Democrat, Peekskill; Gardner Kleine, Evening Reporter, Amsterdam.

North Carolina—J. B. Sherrill, Tribune, Concord; Miss Evelyn Privett, Goldsboro; W. B. Harker, Maxton.

North Dakota—George W. Tilton, Republican, Center; Harry M. Chase, Journal, McVille; Miss L. L. Satterland, Leader, Washburn; Mrs. A. C. Johnson, Leader, Washburn; G. A. Monteith, Beacon, Finley; W. H. Francis, Journal, Velva; B. G. Whitehead, the State, Bismark; G. S. Colcord, Independent, Minot; Sam H. Clark, Jim Jam Jems, Bismarck.

Oklahoma—Maud A. Thomas, Herald, Beaver.

Oregon—Elbert Bede, Cottage Grove.

Ohio—J. H. Simms, Tribune, East Liverpool; Felix J. Koch, Cincinnati; John N. Beffel, Times, Toledo; William A. Ashbrook, Independent, Johnstown; C. R. Callaghan, Gazette, Bellvue; Frank M. Ritezel, Chronicle, Warren.

Pennsylvania—Dietrick Lamade, Grit, Williamsport; J. H. Zerbey, Republican, Pottsville; H. N. Woodmansell, Reporter, Landsdale; J. Frank Buch, Record; B. W. Peck, Fulton County News, McConnollsburg; Harry Slip, Mirror, Altoona; J. T. Hoover, News, Shamokin; S. W. Lieb, Philadelphia; C. A. Rook, Dispatch, Pittsburg; -George J. Campbell, Legal Journal, Pittsburg; George R. Meek, Democratic Watchman, Bellfonte; David A. Miller, the Call, Allentown; John E. Kocher, Zelienople; Joe T. Cowen, Ledger, Roscoe; Howard Reynolds, Sun, Maryville; M. J. Gallup, Herald, Mount Jewett; Charles Howard, Welch Times, Mount Union; Thomas S. Gorley, News Standard, Uniontown; W. J. Binder, Ledger, Pottstown; W. B. Sheibley, Peoples Advocate, Philadelphia.

South Dakota—William J. Mundt, Pierre; George Schlosser, Press, Sioux Falls; C. M. McCaffrey, Press, Howard; Miss Catharine Williams, American, Aberdeen, R. E. Dowell, Advocate, Artesian; F. M. Mills, "On the Cars," Sioux Falls; Roy Nugen, Argus-Leader, Sioux Falls; Mrs. W. C. Booman, Democrat, Howard; W. C. Lusk, Press and Dakotan, Yankton; O. E. Bowman, Herald, Montrose; H. H. Heath, Commonwealth, Artesian.

Tennessee—B. F. Smith, Beacon, Lockney; James R. Rison, Post-Intelligencer, Paris; F. L. Turner, Mail, Martin; Ben Haynes, Progress, Tazewell; Edward Albright, News, Gallatin; Rob Roy, Times, Alexandria; J. W. Parker, Review, Smithville.

Texas—J. J. Taylor, News, Dallas; S. P. Harben, Echo, Richardson; T. W. Perkins, Commercial Gazette, McKinney; W. A. Harris, Journal, Dallas; J. H. Lowery, Signal, Honey Grove; F. P. Holland, Holland's Magazine, Dallas; H. P. Nelson, Banner, Greenville; P. C. Dyer, Dallas; L. Selbrook, Wave, Port Lavaca; Will A. Holford, News, Garland; W. A. Bowen, Journal, Arlington; Louis J. Wortham, Star Telegram, Fort Worth; Miss May J. Allen, Georgetown; Miss Margaret Neal, Register, Carthage; W. B. Whitman, Texas Farm and Ranch, Dallas; H. B. Terrell, News, Waco; J. C. Howerton, Star, Cuero; Lee J. Rountree, Commercial, Georgetown; Will H. Mayes, Bulletin, Brownwood; J. H. Akers, Herald, Greenville; H. P. Nelson, Banner, Greenville; Thomas M. Stokes, Southwestern Magazine, Georgetown; Mrs. E. B. Prevett, Houston; D. G. Dunkerley, News, Ennis; L. W. Ward, Trade, Fort Worth; C. H. Abbott, Jaurnal, Dallas; H. A. Mead, Dallas; Miss Louise Bedford, Commercial, Georgetown; Miss B. Sneed, Commercial, Georgetown; Miss Bell, Commercial, Georgetown; John R. Lunsford, Publicity Department, Bishop; Jeff McLemore, State Topics, Houston; E. Curtis Vinson, Megaphone, Georgetown; G. H. Yetman, Press Club, Dallas; Miss Ida M. Farrel, Review, Glazier; J. S. Daley, Progress, Dublin; H. R. Greer, Daily News, Amarillo; J. L. Popre, News, Amarillo; R. E. Zeiske, Times, Bellville; R. W. Barry, Bee, Beeville; T. B. Lusk, Italy; John R. Foley, Fort Worth; Esther B. MacGugin, Press, Gregory; A. L. Shuman, Star Telegram, Fort Worth; T. Perkins, Courier-Gazette, McKinney; H. B. Terrell, News, West.

Utah—S. L. Raddon, Record, Park City.

Wisconsin—A. Candrian, Nordsten, La Crosse; J. H. Wagoner, Eau Claire.

West Virginia—Albert W. White, Parkersburg.

Washington—Arthur E. Hay, Post; Ben Spear, Douglas County Press, Waterville.

Mr. Oswald announced the Auditing Committee as follows:

Mr. J. Ross Woodring, Mr. Frank Roderus, Mr. Edward H. Fox.

Miss Caroline A. Huling's paper, "Value of a Woman's Page," was read by Mrs. Nelson, of Greenville, Texas, Miss Huling being unable to attend.

Mrs. Mary E. Hart, President Alaska Cruise Club, San Francisco, Cal., spoke on "Journalism in the Far North." She brought an invitation from Mayor Rolph of San Francisco to make that city the meeting place in 1915; she also brought with her greetings from the Pacific Coast Press Women's Association and from the Alaska Cruise Club.

"The Editor's Wife" was the subject of the address of Mrs. Lee J. Rountree, Georgetown (Texas) Commercial.

Mrs. C. R. Cummings made a short talk in behalf of the suffrage movement among women.

Meeting adjourned.

Saturday Morning, 10:15 A. M.

President Oswald called the meeting to order at 10:15 A. M.

"Making a Weekly Pay at Fifty Cents per Year," John C. Lochner, Auburn (Ind.) Bee, was read by Mr. Fred Dubois of New Jersey, Mr. Lochner not being present.

"Policy and Administration," A. C. Baldwin, Austin (Texas) Tribune, was the next address.

Hon. Tom Perkins, McKinney (Texas) Courier-Gazette, then spoke on "Local Advertising."

The address of Mr. Mason Warner, Snitzler Advertising Agency, Chicago, Ill., "The Large Advertising Agent and the Small Newspaper," was read by Mr. Fox.

Mr. Herman Roe, Northfield, Minn., spoke on "What Constitutes a Remunerative Advertising Rate." There was a general discussion of this paper by Mr. Baumgartner, Mr. Oswald, Mr. Baldwin and others.

Mr. Oswald announced that the election of officers would be held this afternoon.

Mr. Rountree made announcements relative to the entertainment of the members.

Mr. Hardy made a motion that the election of officers be set for 2:30 P. M. The motion was carried.

The meeting adjourned.

Saturday Afternoon, 2:30 P. M.

President Oswald called the meeting to order.

The election of officers, on motion, was postponed until 3:30 P. M.

"The Building and Holding of the Country Weekly Circulation," E. R. Purcell, Broken Bow (Nebr.) Chief, was read by Mr. Brimblecom of Newton, Mass. The paper was discussed by Mr. Baumgartner, Mr. Childress, Mr. Herbert, Mr. Oswald and others.

Mr. Roy A. Stacey, Adair (Iowa) News, read a paper on Building up a Weekly in a Small Town."

The report of the Auditing Committee was read and adopted, the report having been discussed by Mr. Glenn, Mr. Albright, Mr. Oswald and others.

REPORT OF AUDITING COMMITTEE

Joint Statement of receipts and expenditures for the past year as submitted by the secretary and treasurer:

RECEIPTS:

Balance on hand from 1913	$118.05
Receipts from dues	456.00
Extra ladies' fees	80.00
Convention fees	405.00
Total receipts	$1,059.05

DISBURSEMENTS

Expense Ex. Com. Meeting, Chicago	$ 62.00
Postage, express, telegraphing and phone	153.00
Salaries	450.00
Printing	564.19
Total disbursements	$1,229.19
Leaving deficit of	$170.14

We, the undersigned members of the auditing committee, in session at the city of Houston, Texas, on the 25th day of April, 1914, have carefully checked up the receipts and disbursements for the secretary and treasurer, respectively, and find the same to be correct as herewith submitted.

(Signed) EDWARD H. FOX,
J. ROSS WOODERING,
FRANK RODERUS.

President Oswald called for nominations for president.

Mr. Hardy of Colorado nominated Mr. Geo. E. Hosmer of Denver for president. Mr. Hotaling seconded the nomination. Mr. Hosmer was unanimously elected.

Mr. Dowdell nominated Mr. Lee J. Rountree for vice-president. Mr. Roderus of Illinois seconded the nomination, as did Mr. Mayes, Mr. Albright, Mr. Hotaling and others. He was unanimously elected.

For secretary, South Dakota nominated Mr. Geo. Schlosser, of that state. Mr. Baumgartner seconded the motion. He was unanimously elected.

Mr. Glenn nominated Mr. W. R. Hodges for treasurer and he was unanimously elected.

For the members of the Executive Committee: Mr. Rountree nominated Mr. Tom W. Perkins; Mr. Hosmer nominated Mr. Oswald; Mr. Fox of Chicago put forward Mr. Frank Roderus, and others were nominated as follows: Mr. Hotaling, Senator W. M. Glenn of Kansas, Mr. Chas. H. Neff (nominated by Mr. Moffett), Mr. Homer Harwood of Michigan. The nomination of Mr. Neff was withdrawn and the executive committee was elected as follows:

Sen. T. W. Perkins, Texas.
John C. Oswald, New York.
Frank Roderus, Chicago.
H. C. Hotaling, Minnesota.
Wm. M. Glenn, Kansas.
Homer Harwood, Michigan.

Nominations for the National Council were then taken up and members were elected as per lists prepared and handed in to the secretary.

NATIONAL COUNCIL AS NAMED AT THE HOUSTON MEETING

Arkansas—Edwin C. Funk, Rogers, Arkansas Editorial Association.

Alabama—Jacob Pepperman, Montgomery; Wm. H. Judson, Bessemer.

California—F. W. Richardson, Berkeley, California Press Association; J. P. Baumgartner, Santa Ana, Southern California Editorial Association; Mary E. Hart, Union Square Hotel, San Francisco, Vice President Pacific Woman's Press Association.

Colorado—Guy U. Hardy, Canon City, Colorado Editorial Association; Alva A. Swain, 409 Earnest & Cramer Bldg., Denver, Colorado Republican Association; Walter Walker, Colorado Democratic Association; Lute Wilcox, Denver, Denver Press Club; Mrs. Clyde Hooper, Denver, Woman's Press Club; Frank S. Hoag, Pueblo, Pueblo Press Club; F. Marvin, Arkansas Valley Press Association.

Illinois—Edw. H. Fox, 431 S. Dearborn St., Press Club of Chicago; S. W. Searle, Rock Island, Tri-City Press Club; Caroline A. Huling, 2472 N. Clark St., Illinois Woman's Press Association; Ervin F. Kemp, Writer Guild of Chicago; E. H. Childress, Fairfield, Southern Illinois Press Association; Maurice J. Seed, Mt. Vernon, Illinois Press Association; John M. Rapp, Illinois Democratic Editorial Association; Eugene L'Hote, Milford,

Illinois Rep. Editorial Association; David B. Clarkson, 630 S. Wabash Ave., Publishers Club of Chicago.

Indiana—W. E. Beeson, Winchester, Republican Press Association; W. W. Aiken, Franklin, Democratic Editorial Association; C. H. Neff, Anderson, Progressive Press Association; J. Ross Woodering, Peru, Northern Indiana Press Association; Mrs. A. D. Moffett, Elwood, Woman's Press Club of Indiana.

Iowa—R. A. Stacey, Adair, Iowa Press Association.

Kansas—J. Byron Cain, Belleplaine, Kansas State Press Association; H. C. Stevens, Topeka, First District Press Association; John Redmond, Burlington, Fourth District Press Association; Sheridan Ploughe, Hutchinson, Southwest Kansas Press Association.

Louisiana—Miss Florence Dymond, New Orleans, Louisiana Press Association.

Missouri—H. C. Stapel, Rock Port, Missouri Press Association; L. M. White, Mexico, Associated Afternoon Dailies.

Minnesota—Herman Roe, Northfield, State Editorial Association; J. C. Morrison, Morris, Northern Minnesota Editorial Association; C. E. Wise, Mankato, North Star Daily Association; Fred E. Hadley, Winnebago, Second District Editorial Association; E. K. Whiting, Owatonna, First District Ben Franklin Club; G. B. Bjornson, Minneota, Seventh District Editorial Association; the Past Presidents and the Officers of the Association are made members of the National Council by the Constitution.

Massachusetts—J. Mitchell Chapple, Boston, Massachusetts Press Association.

Michigan—O. Palmer, Grayling, Northeastern Michigan Press Association; B. Bragdon, Monroe, Republican Press Association; Louis C. Crampton, Lapeer, Michigan Press and Printers Federation.

Mississippi—James Faulk, Leakesville, Mississippi Press Association.

Nebraska—E. R. Purcell, Broken Bow, Nebraska Press Association.

North Carolina—J. B. Sherrill, Concord, North Carolina Press Association.

North Dakota—L. T. Satterland, Washburn, North Dakota Press Association.

New York—W. B. Collins, Gloversville, N. Y. Press Association.

New Jersey—E. H. Tomlinson, Morristown, New Jersey Press Association.

New Mexico—C. H. Raymond, Deming, New Mexico Press Association.

New Hampshire—E. J. Gallagher, Concord, New Hampshire Press Association.

Ohio—Frank Reitzel, Warren, Ohio Associated Dailies; Jesse H. Simms, East Liverpool, Buckeye Press Association.

Oregon—Albert Tozier, Portland, Oregon Press Association.

Oklahoma—J. B. Campbell, Waukomis, Oklahoma Press Association.

Pennsylvania—Dietrick Lamade, Williamsport, Pennsylvania State Editorial Association; J. H. Zerbey, Jr., Pottsville, Associated Dailies of Pennsylvania.

South Dakota—W. C. Lusk, Yankton, South Dakota Press Association.

Tennessee—John R. Rison, Paris, Tennessee Press Association; Edward Albright, Gallatin, Middle Tennessee Editorial League; B. H. Linn, Cleveland, East Tennessee Press Association.

Utah—S. L. Raddon, Park City, Utah Press Association.

Wisconsin—C. A. Booth, Milwaukee, Secretary Wisconsin Press Association.

Texas—M. A. Holladay, Austin, Texas University Press Club; E. L. Vinson, Georgetown, Inter-Collegiate Press Association; Mrs. J. A. Jackson, Austin, Texas Women's Press Association; Charley Abbott, Dallas, Dallas Press Club; C. B. Gillespie, Houston, Houston Press Club; A. N. Justiss, Corsecanna, Navarro County Press Association; Sam P. Horben, Richardson, Dallas County Press Association; Henry E. Ellis, Denison, Grayson County Press Association; A. C. Baldwin, Austin, Austin Press Club; C. H. McMasters, Galveston, Galveston Press Club; Chas. Barnes, San Antonio, San Antonio Press Club; Clarence Ousley, Fort Worth, Fort Worth Press Club; H. P. Nelson, Greenville, Texas Press Association; Will A. Halford, Garland, Northeast Texas Press Association; W. A. Johnson, Memphis, Northwest Texas Press Association; Zenas Deer, Bishop, Gulf Coast Press Association; J. S. Daley, Dublin, Central West Texas Press Association; Miss Esther S. MacGugin, Gregory, Gulf Coast Press Association.

The report of the Resolutions Committee was read and adopted.

Following is the report of the Resolutions Committee:

Whereas, This, the twenty-ninth annual meeting of the National Editorial Association has been made one of the pleasantest and most profitable gatherings in the history of the organization through the hospitable efforts and good fellowship of our hosts and hostesses of Texas and Houston; and

Whereas, from the time our trains crossed the border lines entering this great and progressive state, we have been met everywhere by that cordial Texas welcome and royal Southern hospitality, having been dined, entertained and amused, interested by the gallant men of the South, charmed by the beautiful women of Texas, given everything that we have seen, promised all that part of Texas that we have yet to see; in fact, entirely won over to the Lone Star State by all this gracious Texas hospitality; therefore be it

Resolved, That it is the desire of this association to express our gratitude and sincere appreciation for the many unceasing courtesies shown by the lovable people and enterprising cities of the "Blue Bonneted State."

To Texas and to Texas people we can only say: We came, we saw, you conquered. We thank you. We hope to come again.

Respectfully submitted,

DIETRICK LAMADE,
GUY U. HARDY,
EDWARD H. FOX,
W. C. LUSK,
HOMER HARWOOD,
L. M. WHITE,
HERMAN ROE.

The ladies sang "We're Glad You're Here."

Mr. Oswald named the Legislative Committee (confirmed by Mr. Hosmer later) as follows:

Will H. Mayes, Chairman.

J. D. Sherrill.

A. D. Moffett.

Sheridan Ploughe.

H. A. Castle.

Capt. Sheehan.

Edward Albright.

Mr. Mayes called a meeting of the committee immediately after adjournment.

The report of the Memorial Committee was then read and adopted.

REPORT OF NECROLOGY COMMITTEE

Mr. President and Gentlemen of the National Editorial Association:

Your Committee on Necrology would respectfully report that thus far they have learned of the death since our last annual convention of the following members of the association, viz.: Major W. W. Screws, of Montgomery, Ala.; C. H. Jones, of New York; H. T. Knapp, of New York; L. A. Sherman, of Port Huron, Mich.; W. A. Woodring, of Peru, Ind.; Roswell S. Barrows, Jamaica Plain, Mass.

Major W. W. Screws was the editor of the Montgomery Advertiser, the leading daily paper of Alabama. He was well known to many of our older members. His exceptional culture, his gentle manner, his unquestioned integrity and his persisting desire to promote good will and happiness about him made him a general favorite with all who knew him. He was elected president of the association in Omaha in 1903 and he presided at Guthrie in 1904. He died suddenly at his country residence lamented by all who knew him and especially by us who knew him so long and so well.

Mr. C. H. Jones, of New York, was the second president of the association, presiding at Denver, Colo., during the convention of 1887. Mr. Jones was at one time editor of the Florida Times-Union. From this journal he

went to St. Louis and took charge of the St. Louis Republican, the name of which he changed to the St. Louis Republic. He was then called to New York to take charge of the New York World, where he served as editor for some years. His success was so great that he was subsequently sent to St. Louis by Mr. Pulitzer, then the proprietor of the New York World, to take charge of the St. Louis Post Dispatch. This completed his editorial career and he then bought the Lockwood Press, a leading publishing house in New York and, placing it in competent hands he then spent several years in Europe. This tribute to him is to record the death of an able journalist and a first class newspaperman.

Mr. H. J. Knapp, of Auburn, New York, was for many years an active member of the association. He was the editor of the Auburn Advertiser, an excellent newspaper. He was an accomplished man and with his charming wife did much to add to the pleasant side of editorial life.

Mr. L. A. Sherman, of Port Huron, Mich., a member of this association from its earlier days, has "crossed the bar" during the current year. His memory will be cherished among us who knew him well. His journal, the Port Huron Times-Herald, always stood high as a representative Michigan newspaper.

Mr. W. A. Woodring, of Peru, Ind., died this last year at the age of 62 years. Mr. Woodring was a typical western printer and editor. He was born in Perry County, Ohio, the birth place of General Phil Sheridan. He went to the aid of bleeding Kansas in the fifties. Settling in Indiana, he became principal of the Peru High School and County Superintendent of Public Education. In 1890 he organized and became editor of the Peru Journal and in 1895, with Mr. George J. B. Lockwood, founded the Terre Haute Tribune. With his death there ended the life of a typical American, cultured, enterprising and courageous to the end.

These few notes cannot do justice to these splendid men, such as have made our country the foremost in the world. We lament their loss and we shall always cherish their memories.

JOHN DYMOND,
R. E. DOWDELL,
B. B. HERBERT,
A. D. MOFFETT,
J. P. BAUMGARTNER.

Col. Dymond nominated New Orleans as the place to hold the next annual convention.

Mr. Baumgartner nominated California. Seconded by Mrs. Hart. Mr. Hosmer did not think it ought to be held in San Francisco. Mr. Mayes made a motion that the matter be referred to the Executive Committee with instructions to arrange a meeting in California.

The secretary then read the names of other cities extending invitations: Baltimore, Detroit, New York City, St. Louis, Nashville.

The motion of Mr. Mayes that the matter be referred to the Executive Committee with instruction to hold the next annual convention in California, at such time and place as they deemed best, was carried.

Mr. Herbert moved that the secretary be instructed to thank the other cities for their invitations; motion carried.

Mr. Young then spoke in behalf of New York for the 1916 convention. Mr. Herbert believed it to the interest of the association to go east in 1916. He moved that it be the sense of this convention that the convention of 1916 be held in New York. California and Pennsylvania seconded the motion and it was carried.

Capt. Castle of Minnesota then addressed the convention on the free printing of stamped envelopes. Mr. Herbert moved that a vote of thanks be extended Captain Castle. Motion carried.

Col. F. B. Ballio, past president of the association, was unable to attend, and on motion of Mr. Rountree the following telegram was sent him:

"Your letter of regret at not being able to attend the National Editorial Association received. We deeply sympathize with you in the illness of your beloved wife."

Mr. Mayes addressed the convention.

A vote of thanks was extended the Houston Post and the Houston Chronicle.

The report of the Advertising Bureau Committees was read and adopted.

Report of Advertising Committee

The report of the Committee on Advertising Bureau was made by E. H. Tomlinson, of the Daily Record, Morristown, N. J., Acting Chairman. It was approved as read, the committee continued, and the recommendations ordered carried out.

In presenting the report Mr. Tomlinson said: The addresses of the closing day of this convention have been devoted mainly to the business end of newspaperdom. They may, on this account, have been drier to many than those of the previous days, but to me they have been the most entertaining because having to do with the very heart blood of the profession. The earlier addresses (and they were good ones) were devoted to the holding up of high ideals and should be an inspiration to go home and do more in the future than in the past for the good of humanity. But our influence can not be felt without readers, and readers can not be obtained without finances. Even Greeley, to whom we continually and justly point with pride, was unable to keep a paper going and to have readers to get near to, until he took on a partner whose business acumen made a financial success of his venture, notwithstanding that the influence of the business office on the editorial office has been so deplored.

I do not feel that I am asking you to come down from the heights to which the honored speakers referred to have led you, in asking you to give some time and attention to our report. In fact, I desire to go on record before making it, as taking issue with any speaker who holds that the desire for business success is any excuse for the failure to proclaim righteousness to mankind, or that, as a rule, it does interfere with true leadership on the part of the press. More than this, I wish to take issue with any speaker who contends that as a whole, the press of the days of Greeley and Raymond did more for the elevation of mankind and the alleviation of its miseries than the press of this day of great business successes, and I assert further, that if the high ideals are to dominate the editorial offices to a greater extent in the future then independence resulting from financial success must prevail to a greater extent in the business offices.

In the daily that I publish at any rate, I know that matters have been taken up in the editorial column which I would not have dared to mention had I needed to go to the bank of the political boss of the town at the time to get a note of uncertain commercial value discounted.

The matter of advertising is such an important one that your committee regrets that it has had to complete its work without the aid of its chairman, Mr. Purcell, detained at home by sickness. We wish to state, however, that our report is but an amplification of his ideas as written to us, when he found that he could not come.

The report is as follows:

This committee does not find it advisable to recommend the present formation of an advertising bureau for the actual handling and placing of advertising contracts, but would favor as of more advantage and certain value, the financing of a bureau which would have for its object the removing of the many obstacles now standing

in the way of securing to the members of this association their rightful share of the appropriations of general advertisers.

The committee finds the existing advertising situation too complicated to warrant the belief that an advertising bureau established by it would be successfully operated in a representative or agency capacity, but that educational work of great value could and should be done.

The committee believes that a bureau starting with the powers it herewith outlines could, at a comparatively small cost, do effective work for the publishers—work which would bring big returns.

The committee recommends the forming of a bureau which shall formulate a plan for its own financial maintenance and begin work along the following lines, broadening its scope as occasion warrants:

1. Educating general advertisers to the superior value of the papers of the association as mediums for reaching the great buying public.

At least three-fourths of the population can be reached no other way. A New York advertising representative of long experience goes so far as to claim to your committee that a thousand circulation in small town papers is worth five times as much for advertising purposes as a thousand circulation of metropolitan papers.

2. Securing the co-operation of local merchants in inducing manufacturers to advertise over the names of these merchants in the local papers—clearly the best way to produce results.

3. Co-operating with all established agencies honestly endeavoring to send new business to our papers.

4. Assisting all papers that are endeavoring to maintain a fixed living rate, using our collective power both to discourage rate breaking on the part of agencies and to convince those addicted to rate cutting that they are injuring themselves and all other papers by their lack of backbone.

5. Aiding in breaking up the free-reader habit, particularly on the part of those whose only use of the press is to sponge on it. Many papers, large and small, need educating as to the loss from this evil.

6. Educating the publishers to better business methods.

The A. P. A., which has done more for the small papers of the country than any other concern, in calling the attention of the general advertisers to them and in arousing them to their shortcomings, in letters to this committee, state that the great drawback which it has experienced in building up business for them lies in the unbusinesslike conduct of many publishers, who not only after giving one rate accept business at a lower rate, encouraging rate-breaking and discrediting all papers, but who actually refuse to send papers for checking and neglect to send bills, fail to answer letters and carry out contracts.

7. Encouraging papers to give circulation figures that can be relied on.

Advertising will never be of great volume for those papers whose circulation claims may be fictitious.

8. Discouraging the use of ready prints and magazine supplements containing advertisements.

The claim is made that this practice adds greatly to the difficulty of securing remunerative contracts.

9. Working to simplify rates.

This will aid materially in securing business and in lessening the cost of handling advertising when it comes to placing numbers of accounts in thousands of papers.

10. Finally we would recommend that the bureau adopt a standard of merit to which it would urge all newspapers to attain; and which would entitle all eligible to be included in a list of selected papers to be recommended to advertisers by the bureau. Some favorable section should be selected by the bureau for the quick formation of a pioneer list to demonstrate to papers elsewhere the benefit of constructive organized work.

The committee believes that general advertisers will recognize the value of newspapers to such an extent, when they find the situation thus improved that all publishers who put themselves in the position indicated will find their net income increased anywhere from $500 to $2,000 a year. Publishers with incomes of $12 a week or less will then be a rarity, provided only they cultivate their field, no matter how small it may be. Moreover, their bettered financial condition will add to the prestige and power of the press of the country and justify us in all the effort entailed in bringing it about.

Supplemental to the report, the committee wishes to state that it had a conference with Mr. Hay, as requested, and after going over carefully his proposition, it feels that if the above report is approved it will afford the best solution of the problem, and should lead his co-workers with him into the National Editorial Association.

Mr. Dowdell moved that the secretary be instructed to give suitable expression in the resolutions to the appreciation of the members for the bulletin service and train service rendered. Motion carried.

Mr. Oswald turned the gavel over to Mr. Hosmer, the new president. He called a meeting of the Executive Committee and such members of the National Council as are present for Monday, after the return from Sugarland.

Mr. Rountree addressed the convention and then Mr. Baumgartner addressed it.

The meeting adjourned.

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Hint for Independence Day: Independence is an excellent thing, but a printer should not show too much of it in dealing with his patrons.

⌘ ⌘ ⌘

Chicago, May 28, 1914.

Dear Father Herbert:

Here is a picture of yourself and Father Heckman

taken by me at Temple, Texas. Please accept same with my compliments.

Yours very truly,

EDW. H. FOX,
5416 W. Ohio St.

Accepted with thanks.

⌘ ⌘ ⌘

It pays to take some trouble to retain a good customer.

NATIONAL PRINTER JOURNALIST

RAVENSWOOD STATION, CHICAGO, ILLINOIS

Entered at the Chicago Postoffice as Second-class Matter

BENJAMIN B. HERBERT - - Editor and Publisher
BENJAMIN S. HERBERT - - - - - - Associate
WM. E. HERBERT - Supt. of Mechanical Department

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ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION

CHICAGO, JULY, 1914

ASSOCIATED ADVERTISING CLUBS OF THE WORLD

The proceedings of the convention of the great organization of advertising clubs, held this year at Toronto, showed how great progress has been made by the men who work for upbuilding and promotion. There were in attendance six thousand representative business, industrial and improvement hustlers, newspaper and trade press publishers, printers and engravers, all evangels of honest advertising.

Inspiring addresses, full of truth and push, were listened to and cheered and enthusiastically approved. High standards of practical business ethics were established through unanimous adoption of formal declarations of principles and rules of practice for every branch of the advertising business. The results to be realized are well and strongly stated in the following, appearing in a special dispatch to the Chicago Tribune:

"It is generally conceded that the constructive work done at this meeting will have a world-wide influence in upbuilding not merely publicity ethics but in fostering and insuring higher standards of business practices generally. So satisfactory was the work of William Woodhead, president of the associated clubs, that he was reelected by acclamation, as were the vice-president and secretary."

The newspapers and the trade press—that has had so much to do in advancing true business principles, co-operation and efficiency and spreading abroad the influence and adding to the powers of this splendid organization—were represented at the convention by the ablest members, and it will be through their reports that the good work will be more widely extended and made more permanent.

The plan for recognition and awarding honor and prizes, to different organizations represented, for high attainments might well be followed by other national associations. Such a plan stimulates to friendly, earnest rivalry for precedence and gives emphasis to most desirable things necessary to be accomplished for the success of the conventions and the advancement of the needed work for the good of all. Among these trophies were: The Baltimore Truth Trophy to the club showing the greatest activity in vigilance work, which went to Minneapolis; the Boston banner for bringing the largest delegation which was awarded to New York; the Dallas Ladies' Trophy for bringing the largest delegation of ladies, which went to Edmonton, Canada.

Toronto won deserved laurels for unbounded hospitality and well arranged entertainment. Chicago, which, through the work of her able representatives, secured the next convention, will find it no small task to equal and surpass the record made by Toronto this year and, for that matter, by Boston, Dallas and other cities in the past. However, it is only intended to touch the high lights in this brief editorial mention, reserving all details and the valuable lessons for our next issue and for subsequent comment. The matter will afford good and inspiring reading even for August.

* * *

NUMEROUS CONVENTIONS AND CONGRESSES

The past two months have been remarkable for the number and success, both as to attendance and high character, of newspaper conventions and congresses held. These have been, in real, practical value, schools or, we might properly say,—by reason of the many departments and branches covered and the high character of instruction given,—veritable universities of highest grade.

Newspaper making, in its conduct, covers three great separate departments of human activity. The first is a profession including editing, reporting and writing, not only as publicists, treating of the laws of nations and of nature, of political events, of the science of public rights and principles of government, but of all affairs and events that touch human welfare, interests, industries or upbuilding.

The second is commerce or business, having to do with general business management in

the lines of purchasing, cost finding and effiiciency, with salesmanship in the lines of advertising and circulation.

The third is manufacturing—the actual, mechanical production of the printed sheets.

These are all connected and interdependent, and all received attention at these conventions or schools of newspaper makers.

It is the aim of the National Printer-Journalist to give all the knowledge and instruction, valuable plans and successful experiences or experiments, and to make every issue so complete in all lines of newspaper publishing that, if thoroughly studied and the knowledge contained therein faithfully applied, every reader or student thereof may be certain of reasonable success unless the field occupied is in itself such as not to yield profitable returns even through the using of the best methods and the most persistent, intelligent cultivation.

The National Printer-Journalist aspires to give all helpful instruction that is procurable in the different branches of the calling rather than to narrate merely the routine of proceedings. With fifteen or twenty conventions held within two months, to try to give a detailed account of each would mean only an outline,—the skeleton or shell, without the nourishing substance or the meat.

Of course, as the official publication of the National Editorial Association, it is found necessary to give, in routine, the details of the proceedings, but these details constitute not one hundredth part of what is published of the papers and discussions that contain the best thoughts and most enlightening experiences of the leaders in the calling,—besides, the business details are filled with matter of importance to all newspaper makers and printers throughout the whole nation, if not throughout the world.

The proceedings of the convention at Houston are completed in this issue, all the set papers and addresses having been completed in the May and June numbers. The three issues furnish a treatise on every branch of journalism that could not be afforded or furnished in any other way for less than from two to five dollars a copy, depending upon the extent of the possible sales.

But the object of this article, as intended at the start, was to call attention to the great activity among the members of newspaper and printing associations that has resulted in the holding of so many especially successful and useful conventions with as many more provided for this month and for September.

The Illinois Press Convention and the National Newspaper Congress or School at Lawrence, Kas., and the Kansas Editorial Convention followed right on the heels of the National Editorial Convention at Houston and then the next week came the Fifth Annual Newspaper Week and the Missouri Editorial meeting, at Columbia, Mo., and the Arkansas Editorial Association at Little Rock. The Second Northwest Cost Congress convened in St. Paul May 14-16 and the Michigan Printers Cost Congress, including all State Press and Printing Organizations at Saginaw, May 21; the Mississippi Press Association at Jackson, May 19-20; the New York State Press Association at Syracuse June 5-7; the Tennessee at Nashville, June 4; and last but not least the convention and cost congress of the Wisconsin Press Association and Ben Franklin Clubs on May 26, at Milwaukee.

These are not all, but are those from which most favorable reports have reached this office to date. This enumeration gives some satisfaction, but to attempt any adequate account of the proceedings of each is impossible. June has only begun and there are a number of very important conventions that will receive proper notice in the August issue.

Knowledge is power, and the increasing practical, accurate, useful knowledge and the new spirit of inquiry, with the view to improvement and progress, promises much for the immediate future of newspaper making and the allied trade of printing.

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"KEEPING STEP WITH OPPORTUNITY"

"We are living, we are dwelling
In a great and awful time,
In an age on ages telling,
To be living is sublime."

Opportunity for effective, worthy accomplishment and successful living never was greater than in this age. The great advance in knowledge as to systematic, co-operative effort and as to cost and efficiency, combined with the better, kindlier, helpful disposition and understanding among the workers in all callings, has brought opportunity and the sure promise of success where, in the past, there was only great risk with ninety-five chances of failure as against five chances to succeed.

The new condition of promise and the ways to fruition, were well stated in an address by Mr. G. L. Byron, Minneapolis, Minn., at the Second Northwest Congress at St. Paul, in May, when he declared:

We are living in the most wonderful era this world has ever known.

Within your recollection, at least within the recollections of some of us whose hair is tinged with gray, and others whose bump of intelligence has pushed the hair aside, we have seen electricity harnessed to perform its thousands of functions. The telephone, electric light, electric power and heat, the x-rays and the wireless are within our recollection. We have witnessed the development of the turbine engine. We scoffed at the early theory of one Darius Green, who was advised to stick to his sphere—but man conquered the air. We have the vacuum cleaner, even if some of us still cling to the vacuum bank account. We have the talking machine, the animatograph, the commission form of government in St. Paul—and at this moment there are men in this audience who are thinking of scores of things that I haven't mentioned.

It is not strange that among other forward movements the printing business has kept pace with the procession.

Surely you realize that the fraternity of which you are a part is composed of the highest order of men in the business world today. Not all financiers, I may say, not many financiers, but you are all men above the average of intelligence—you are industrious, capable, painstaking, public-spirited, hustling citizens of the grandest country on earth—and with the light of a new day you are destined to come into your well deserved reward.

A dozen years ago I will confess that for the printer the outlook was gloomy. Not so today. It is up to you, every one of you, to reach out for the good things of this life, and they are yours.

What these great big hearted men who are all making personal sacrifices to come here and talk to you, have to say, will lead you nearer to the goal of success.

If any of you have an idea that this convention was gotten up for mere pastime on the part of those who have worked so faithfully and unselfishly to make it a success, let me tell you that you are mistaken. If any of you have an idea that this convention is a move in the self-interest of its promoters and officers, you are dead right, because your success means their success. This is a day of co-operation—think it over. Don't you remember the time when men in the same line of business were loth to give up trade secrets? Today they have no trade secrets. Everything is free and above board. The interchange of ideas is a part of our life, our very existence, and it is with that thought in mind that you have been called to St. Paul on this occasion to contribute and to receive. * * * * * *

Another thought that is always brought out at a printers' convention is this: have you had any part in your surroundings and are you not able to change them?

Fortunately we don't have to wait to think the whole process of better conditions out for ourselves. If we will but exhibit a reasonable degree of faith in our fellow men who have had opportunities that have been tardy in coming to ourselves, we may easily profit by others' experience.

Many things have already been thought out; all we have to do is to enlarge upon these ideas and to apply them to our individual needs. * * * * In all our work in this upbuilding of our regenerated industry let us co-operate.

Co-operation has built the greatest institution the world has ever known—the United States of America. Co-operation will, if rightly directed, accomplish any conceivably possible result. No man can accomplish great things unassisted. By whatever name it is known—slave, servant, employe, assistant partner, or confrere—co-operation it is. Unity attains strength. Let us, therefore, help each other, work together—co-operate.

Keep step with opportunity.

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In his address before the convention of the Associated Advertising Clubs of America on June 25th at Toronto, Mr. R. R. Shuman, President of the Shuman Advertising Company of Chicago, in speaking of the Association's "Duties and Obligations," made some suggestions of no less value to newspaper publishers, the sellers of advertising space, than to advertisers. These thoughts bear out and strikingly enforce what the National Printer-Journalist has taught and urged for years, that all unreliable or unworthy, unseemly advertising hurts all truthful, worthy publicity and greatly lessens, if it does not destroy the value of the advertising columns of the publication that harbors the lying, or deceitful advertisements. It is an old saying that one is judged by the company he keeps. We all remember the old story of all the trouble that came to poor Dog Tray by getting into bad company. Mr. Shuman made telling illustrations by the use of the old story as to a pickpocket:

At a political gathering in the rotunda of a great hotel—where a thousand men waited, standing, for the arrival of the party leader, a man suddenly mounted a desk and shouted:

"I regret to announce that there is a pickpocket somewhere in this audience. Let every man beware!"

Instantly there was a clapping of hands to pockets, and the eye of every man was turned with suspicion upon every other man whom he did not happen to know.

The lying advertisement in a newspaper's pages or a magazine's advertising section is a pickpocket, and the instant the public becomes aware of the presence of an unknown pickpocket in a publication's advertising, it buttons up its pockets in quick alarm and looks with suspicion upon innocent and guilty alike.

In that hotel lobby, shortly after the warning was sounded, the same man mounted the same desk and announced that "the only preacher in the crowd" had been nabbed and sent to the lockup, explaining that the criminal in question was an old hand at the game of hiding his trade behind clerical garb.

So with some of the most dangerous advertising frauds that are plying the pickpocket trade, their announcements breathe the loftiest sentiments of virtue and disinterested kindness. This is especially true of the medical frauds, the fake investment frauds, the installment furniture and clothing frauds and the back-to-the-land frauds that promise such a paradise of plenty to their unsuspecting victims.

Mr. Shuman gave the following questions as tests for an honest, reliable advertisement:

"Is it true?"

"Is it honest?"

"Will it mislead?"

"Is the merchandising back of it square and straight?"

"If I myself were to answer and act on the advice of this advertisement, would I be a gainer or a loser by that act?"

He rightly dwelt not only on the duty to readers who are to be influenced by advertising but on the business necessity for worthy, permanent success, of "faith founded on the honesty and unselfishness of our words and acts."

Newspaper makers are not infallible and mistakes must come and they must bring their cares and losses, but every newspaper can be honest and so thoroughly convince readers and advertisers of that honesty as to secure and maintain confidences.

To this end, there must be openness, truthfulness and a full, prompt correction of errors as soon as these are discovered, but first there must be all possible care and everything should be put through some such test as is supplied by such questions as are proposed by Mr. Shuman. A love for and loyalty to the truth is the keystone to the arch of every worthy newspaper success.

* * *

THE GREAT PROFESSION

The Kansas City, Mo., Journal in remarking on the "Journalism Weeks" held at the Universities of Missouri and Kansas, in May, preaches a pithy "lay sermon," first remarking, "that no more notable series of addresses have ever been delivered during the brief existence of schools of journalism." It points out the truths enunciated "that must be accepted by American journalism as an inescapable summons to the same high duty." Speaking directly of the address by the one celebrated divine on the program, the Journal declares, truthfully and somewhat earnestly:

Dr. Washington Gladden paid a noteworthy tribute to the power of the press as an agency for immeasurable good, when aligned with the forces of righteousness. Without irreverence he placed the profession of journalism beside that of the ministry in its potentiality for effective good, and with entire truthfulness he declared that the overwhelmingly preponderant influence of the American press was exerted for the benefit of humanity. He placed the editor beside the preacher. He made a pulpit of the press which scatters its numberless messages day after day and preaches, in the language of the people, the most powerful of all the sermons that are delivered. That his address was an exhortation to unceasing justice in the exercise of this mighty power was thoroughly in keeping with the spirit of the occasion and with the facts of the situation, rather than any criticism of the manner in which the press administers its great office.

The message which strikes even closer "home" was that which came from Columbia, where "Dorothy Dix," one of the noted women writers of the day, came vigorously to the defense of the "feminine touch" in journalism. By the feminine touch she did not mean merely the contributions of the feminine writers or the contents of the "woman's page," but the feminine viewpoint, the recognition of feminine indispensability in the scheme of things; the softening and refining influence which feminism exerts in all departments of life and of which journalism stands as greatly in need as does any other. The "feminine touch" is the spirituality which gives new meaning and effect to intellectuality; the tenderness which makes strength fine; the gentleness which saves virility from being effeminate; the mercy which tempers justice.

Men are doing fine, big, generous and manly things toward making the world better; toward making it a cleaner and purer place in which to live. They are doing their full share in promoting all the movements making for enlarged opportunity and for the conservation of things that must be preserved. But it is bad men, rather than bad women, who are creating most of the problems with which the world is contending in its struggle toward a larger measure of freedom and justice. Good men stop short of the goal which good women strive to reach.

* * *

The Record Chieftan of Enterprise, Wallowa County Oregon, issued a souvenir edition May 21st. The natural beauties, the leading characteristics, the advancement, products, history and resources of the county are given in story and illustration.

It is an interesting section that touches, in its history, close on the real pioneer days—the first white man having located in this valley in 1872—that receives in an article under the caption, "Old Wallowa History," the following graphic description:

A beautiful fertile valley with a picturesque setting of hills and white-capped mountains; rivers and streams that dance and race and ripple over pebbly courses; lakes that mirror the blue of heaven; pines that rear majestic heads toward the mountain tops; hills and dales covered with verdure brightened with many colored wild flowers; trails that lead to fastnesses where deer and bear and various wild things found safe retreat; birds of brilliant plumage and brighter song; and pervading all a clear, pure air and a rugged strength, blending in a grand harmony of nature. This was Wallowa!

Wool, cattle, swine and small grains and grasses are the chief sources of wealth and handsome homes have taken the places of the log cabins and are shown in great beauty of construction and surroundings.

The county had just held a primary election at which it is said that some twelve hundred votes were polled. Enterprise is given a population of 1,242 and Wallowa county 8,361, still this issue of twenty full pages contains about fifty columns of display advertising.

The paper and the advertising tell at a glance a very pleasing and convincing story of the enterprise of the publisher and of the

people, of the merchants, manufacturers, stock and poultry raisers, real estate dealers, hotel, business, financial and professional men.

The following with regard to the women at the primary election is in accord with recent experiences in Illinois and will be interesting to editors who are awake to the change that is rapidly coming throughout all the states of the Union:

The presence of women on many election boards was a pleasing change. It certainly did not reduce the efficiency of the boards in any particular, and gave to the polling places an entirely new atmosphere, more of a home air. For the first time since Oregon extended the ballot to women, they really participated in an election, and they voted in a spirit that showed they felt the management of public affairs was as much their business as the business of the men. Thus government becomes a family affair, in which all take an equal interest, rather than a matter for the men alone, to be discussed only at political rallies, on street corners and in offices. Every man who noticed the zest with which the women entered into the election, and who observed the bright and clean air of the polling places was delighted with the new order of things.

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Editor Henry C. Roethe proposes to walk into the office of governor of Wisconsin. He is making his campaign on foot in pedestrian boots sent him by Weston. He averages eighteen miles a day, with four set speeches of an hour each, and numerous road-side interviews with farmers on the way. He stopped two days in Milwaukee, May 26-27, to attend the State Press Association and delivered an address on "How to Work Up and Keep a Good Circulation on a Country Weekly."

Next to publishing a good paper, filled with local news, local interest and helpfulness, and first class complete corps of neighborhood correspondents throughout the territory covered by the circulation, we know of no better way than that of talking personally with subscribers and cultivating their friendships and finding how to render them the most valuable service. A man who can canvass his whole state on foot for governor ought to be his own best subscription agent and circulation manager.

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Recent experiments are said to have established the fact that the fir trees which abound in forests along the entire Pacific Coast, including Alaska, afford satisfactory wood pulp for paper making. This will largely solve the important question as to price of paper and probably render any great advance therein unnecessary.

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The Waukegan, Ill., Daily Sun is a well gotten up, progressive, enterprising paper that gives proper attention to the mechanical appearance, symmetry of layout and proper display. These are by no means unimportant matters to a paper's effectiveness, popularity and success. Care, or orderliness, and pleasing attractiveness, with forcefulness, always are assurances that like care has been given to the news, editorials and advertising. A first page of the paper, showing the good qualities mentioned, reached this office too late for reproduction for this issue.

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THE INVENTION OF PRINTING

"Eve Printed Pictures in the Sand"—A Legend

Editorial conventions have become, as a rule, very grave occasions, more earnest even, in the seeking for the truth, than the conferences or synods of the clergy, but "A little nonsense now and then is relished by the wisest men." The following lines, by Ruby E. Livingston, read before the Arkansas Press Association convention, at Little Rock, May 18th, 19th and 20th, contain a pleasing and novel concept of the early invention of printing, called out by immediate necessity—its mother—to aid the mother of the race:

THE INVENTION OF PRINTING

A Legend

Back in the dawn of Creation,
Back when the earth was new,
Once lived a man and a woman
In a garden—just the two.
There were dells and bowers to explore,
With the lure that in them lies,
And the charm of sole possession
Of this, their own Paradise.

'Twas a life of joy unbounded,
Their cares and sorrows were nil;
The man in leisure grew restless
And wandered—as husbands will.
He sometimes was late to dinner,
For clocks were not running then;
His minutes oft lapsed into hours—
For such are the ways of men!

So Eve, with no gossiping neighbors,
Grew lonely, beginning to fret—
She knew not the art of making a dart
In a fig-leaf skirt as yet—
"There's no use staying alone all day
With Adam away," said she,
"I think I'll go for a stroll and explore
That wonderful apple tree."

"But how shall the man know where I am
Should he come and I not here?"
Then upon the sand with nimble hand
Ehe printed some pictures clear.
"'Twill solve the problem of many a thing
In future years," said she;
"With this crooked stick I'll carve for him
The way to the apple tree."

* * * * * * * * *

The man came, saw, and wondered,
And said in his puzzled mind:

"Why can't I carve upon these rocks
Some record to leave behind?"
So they studied out hieroglyphics,
And I doubt not we could trace
And decipher some of their records,
If only we knew the place.

Then down through the countless ages
The wondrous printing came,
The vanguard of civilization,
With ever-widening fame.
I reverence the Goddess of Liberty,
Long may her banners unfurl!
But 'tis not our noble Goddess,
But Printing lighting the world.

Flashed o'er the mountains by lightnings,
Leaping o'er the sea and land,
The very winds are its newsboys,
Obeying its slightest command!
The oceans stretch forth their cables,
The wireless waits at its call
That printing may flash through the nations,
Disseminating knowledge to all.

Scattering broadcast the tidings,
Bringing both sorrow and joy, or
Telling of want and of suff'ring,
And grimmest disasters of war;
It chronicles births and deceases,
It tells, too, of weddings galore;
It molds events into history—
News—inexhaustible store!

And as long as the earth shall endure,
On down to the end of time
The service of printing will render
Its blessing to every clime.

* * * * * * * * *

But I think that the art of printing—
I hope you'll agree it's true—
Was invented back in Eden—
And that by a Woman, too!

—Ruby E. Livingston
Russellville, Arkansas.

BUSINESS CONTROL

"Business Control" was the subject of an interesting lecture delivered before the Ohio State Federation of Printers and the Ben Franklin Club of Cleveland on May 28 by Mr. H. Russell Brand, an expert attached to the staff of the International Society for the Development of Business Control. This is one of a series of lectures which is scheduled for delivery before the principal printers' organizations throughout the country on a subject of high importance to the craft.

Mr. Brand said in part:

"One of the things on which printers pride themselves is the cost system that has been worked out during scores of years. Your cost system will be vastly improved by discoveries which have been made in the research bureau of the Society for the Development of Business Control. This research bureau operates on the same plan as other bureaus which have proven of great value to the business world, and which could not be dispensed with—such as land title insurance and trust companies, mercantile associations, credit bodies, trade organizations and others.

"It will be a clearing house for all business methods and short cuts for business men. Its aim is the establishment of a business science, similar to the science of chemistry or the profession of architecture. I shall now show you, by means of the stereopticon and moving picture machine, illustrations of our contention that the business men of today is in the stone age as compared with the mechanic. Carpenters, engineers and other mechanics are centuries ahead of the business men when it comes to scientific management. How could carpentry, for example, be a science if the ordinary man in the business did not even know the names of the tools he should use, though these tools are already in existence? How could it be scientific if he does not know the materials to work with, materials which are being employed in other parts of the world. How can he be scientific if he does not know the elements of design?

"The business man today does not know the tools, materials or principles needed in his business. There are business tools by the scores whose very names are unknown to business men, business materials which are in daily use by business men elsewhere, methods which ought to be employed, but which are unknown. And as for design, the average business man has no conception of the principles which are already in existence, but which have never yet been collected and formulated into text books of business science.

"There should be a business science which will embody all the methods essential to the management of a business. It should lay down rules which will indicate the kind of tools, their speeds in all sorts of combinations, their relation to the business management and office routine.

"This is too big a job for any individual or any one company to undertake. It means the building of a great business science which will be compiled to produce more formulae than any science yet made. It can be accomplished only by a large research bureau which, as is shown by the evidence I have submitted to you on the screen, is already in existence."

As a result of the lectures before the printers' organizations, many of the most prominent members have become interested in the movement and do not hesitate to voice their sentiments and become subscribers to the International Society for the Development of Business Control. Representatives are being placed throughout the country, and lecturers and writers are being trained to carry the message to business men everywhere. It seems certain that, before many years, business men will be really professional men and will start out on their business journey with the same deliberation as all other professional men.

The business man will then be a business architect; when he makes certain analyses of his business and wants to accomplish certain results, he will only have to turn to his business library where will be incorporated all the latest tests and formulae of business processes, and he will design his particular problem and carry the design to completion with the aid of the special methods, tools and materials required.

TO SPEND SUMMER ABROAD

Dr. Willard G. Bleyer, head of the course in journalism at the University of Wisconsin, sailed for England on June 20, where he will spend the summer; he will also visit Holland and Belgium.

The Survival of the Fittest in Newspaper Making

Paper Read Before the School of Journalism of New York University by James H. Callanan, Editor and Publisher of the Schenectady Union-Star

Professor Lee and Some Editors and Publishers of the Future:

EWSPAPER making has become as much as any other business, a matter of the "survival of the fittest." The rapidly increasing expense of the past twenty-five or thirty years in producing a newspaper, has made this rivalry most intense and naturally has resulted in checking (almost to a standstill) the increase in the number of daily newspapers. To the worthy, capable and enterprising publisher this has been a blessing in disguise because it has eliminated a lot of disastrous competition.

Increased Expense of Newspaper Making

Many changes have taken place to tremendously add to the expense of newspaper making—such as more expensive machinery, the discarding constantly of plate matter, the introduction of illustrations, and the incessant adding of expenses here and there to keep up with an aggressive contemporary. These are details which should be learned before investing money in a newspaper, as actual experience will be found very expensive and disheartening. Scarcely two decades ago it was possible to establish a daily newspaper at small expense as compared with the problem of today. Many of the newspapers instituted twenty or more years ago were the results of political expediency or incentive. Five or ten thousand dollars and assurance of political patronage would start a daily newspaper going in most of the smaller cities in those days. Some of these eked out a precarious existence for a while and expired, while others through larger expenditures and up-to-date management have developed into permanently paying properties.

Low Per Cent of Increase in Newspapers Now as Compared with the Past

From 1850 to 1880 the number of daily newspapers in the United States increased 300 per cent; from 1880 to 1900 only 16 per cent, showing a great falling off in the growth, though there was no falling off practically in the ratio of the population increase. From 1900 to 1904 the percentage fell again, it being only 10 per cent for these four years; and from 1904 to the census of 1910 the increase was from 2,452 to only 2602 dailies, or only six per cent. The circulation of most newspapers, however, has increased tremendously. A falling off is noted in weekly and semi-weeklies also, but most of the decrease, however, in these resulted from the greater demand for dailies which had been dropping their selling price because of the establishment of the rural mail delivery service.

Tendency to Consolidation

It is doubtful if there will be any increase in the number of daily newspapers in the present census decade if there is really not a decline for it is very rare that daily newspapers are established nowadays and these only in newly developed territories, the tendency in most sections being toward consolidation of properties which cannot endure the natural tendency of constantly increasing expense of production. It is the operation of the law of the survival of the fittest.

We can, therefore, look for more instances of consolidation and there will naturally be more hyphens used in the titles of newspapers in the next twenty-five years, when, undoubtedly, there will be fewer newspapers in total. I believe, however, that the newspaper situation as to competition is settling more and more to the conditions of satisfaction to enterprising publishers.

Decrease in Price But Increase in Size and Expenditure

Thirty or forty years ago newspapers sold generally for from three to five cents the copy or from eight to twelve dollars per year at annual subscription rates. It was a very insignificant newspaper then as compared with the product of today. While the price has dropped since by a large ratio, the quality and necessarily the expense of production have risen at even a greater ratio. Those who have published newspapers during the past twenty-five or thirty years have felt this wonderful change. Those papers that have gone out of existence by reason of this tendency have naturally left disappointments in the hearts and minds of the men who conducted them, but what has been their loss has been the gain to those publishers who have been fortunate enough to hold on and build up their properties. Surely the reading public has greatly benefited.

Greater Stability—Fewer Failures

There will not be so many failures again in newspaper making because the field of investment for new undertakings will not be inviting. The publisher who is now producing an unsuccessful paper will wisely note the tendency and amalgamate his property with a stronger and more successful one and thus take a new lease of successful business life.

Rapidly Increasing Readers Beneficiaries

With our constantly increasing population, of course, there will be constantly more newspaper readers for each paper surviving and consequently greater success will come to these. The readers, too, are then the beneficiaries, for they can purchase higher grade newspapers and at lower cost. The public benefit is thereby conserved, for this is now more than ever the desideratum of all human instrumentality.

Newspaper Business Benefited

The vast increase in the cost of newspaper making, therefore, has been a great advantage to the newspaper business and to the public and a detriment to those who would seek to institute new papers. In other words the conditions today protect the profession from the destructive competition of the newcomer with "money to blow" and the self-consuming desire to be a publisher.

Advertise, to Eliminate Injurious Ventures

Most publishers appreciate this situation very thoroughly. But what can be done to eliminate entirely from the profession what real danger there still may be in some localities of slaughtering competition? Simply the use of a greater amount of printers' ink—our own ink—using some of the space which we are so willing to sell or to give to others to advance their interests but which we have been too reluctant in the past to apply to our own advantage. We should from time to time publish matter indicating how difficult it is to establish a newspaper and how very greatly the expense of publishing is developing, so that it now practically prohibits the

launching of a newspaper venture in the average field where at least two deserving papers exist.

Every time a newspaper star shoots across the sky of journalism to its death that fact should be noted in our columns so that the would-be publisher of our constituency will observe it; and every time two newspapers consolidate to start out for success with their combined energies that fact should be published in our columns to again impress the fellow who wants to enter the well-covered field that the prospects are most uninviting for success. Publishers should emulate gigantic business enterprises referred to and educate the public on this subject and there will be fewer people, few though they be at present, who will desire to place their money on the "new newspaper" wheel of fortune which offers even fewer chances of a winning than the roulette wheel of the faro bank. Mind you, I am not attempting to discourage you embryo journalists from entering the profession, but I am warning you not to undertake the establishment of a new newspaper. The field is practically filled for new enterprises but far more inviting than ever for the educated and well-poised mind on newspapers already existing. Newspapers are becoming more potent for good constantly and more attractive places are offered constantly with them for deserving young men at lucrative remuneration. Then, too, splendid and safe opportunities for investment in successful properties are constantly presented. The law of compensation, another inexorable decree of nature, is hereby carried out, as you can observe.

Group of Lecturers and Attendants at National Newspaper Congress, Kansas State University School of Journalism, Lawrence, May 10-12 **(See pages 495-97)**

A Most Difficult Calling or Business

The newspaper is one of the most difficult of businesses to conduct. A merchant, as a rule, will succeed if his wares are of good quality, his prices attractive and his methods honest and enterprising. There is nothing that strengthens or weakens a man more than his expressed opinions. The merchant is not required to announce conclusions on questions agitating the public mind to patrons entering his establishment but the newspaper publisher must go on record daily as to his views on matters of current interest. He cannot avoid it. He must always be able to discern public trend. Not that he should always fall in with the majority but his views must be sound and just. He must be keen-sensed constantly. No sleepiness in his calling can be tolerated if he would win financially as well as deserve the commendation of his readers.

Has Become a Distinct Profession

Editing a newspaper has become more and more a distinct profession. Of course, there are people who still think that anybody can "run a newspaper." You can meet these fellows everywhere. But brains and education will be demanded to guide newspapers more and more as time goes on. Some years ago the printer often became a publisher and editor, and all very well for those times. Some of these men excelled. Some became famous journalists and writers. It will be rare from now on when a man "at the case" can so develop. The higher order of intellect among readers demands better equipped men intellectually as newspaper writers. Therefore I believe in schools of journalism; not because that in itself will make for success any more than a college diploma in every individual case will be a passport to a successful career, but because better equipment constantly is necessary in the newspaper field. Our vocation is no longer a happen-so, but it is, as I have stated, a distinct profession honored and respected among men and with opportunities for human uplift which carry tremendous responsibilities.

Opportunity and Necessity for Leadership and Service

A newspaper editor and publisher who comprehends the drift of the times and who is intellectual, keen and well-poised enough to suggest sociological remedies and help to lead the people into the right solution of our pressing problems has the greatest profession of all, even greater than the preacher who has stood first, generally, but who must now, in the opinion of most observers, take second place. A daily newspaper's audience or congregation is greater and its discourses more frequent than those of the preacher from the pulpit. The human interest pervades all fields of business and professional activity today. A wholesome newspaper is the greatest instrumentality for good that we have today in a sociological sense and certainly this field is the one which demands greater attention today as exemplified among men that admonition of the Master, "Love thy neighbor as thyself." Indeed we are realizing these days more than ever that "no man liveth unto himself."

Increasing the Quality, the Demand

May I now call to your attention the importance of the necessity for more selfish and untiring vigilance on the part of newspaper publishers in increasing the quality of their product from time to time. If they fail to improve constantly the quality of their finished product

they will not deserve success which the natural tendency of the times as to newspaper publishing places before them, and which the natural law makes it necessary for them to do if they hope to survive. A publisher who does not turn part of his increased profits each year back to improve the quality of his paper, seriously overlooks his opportunities.

How Can Quality Be Improved?

Marked changes also have been going on as to quality of newspapers, particularly during the past quarter-century, quite as important and impressive as in other phases of the newspaper business. The people today are more alert than ever and demand the very highest quality in newspapers. No newspaper reachs an ideal today which is the ideal of tomorrow. News, news, more news, a greater variety and more of it, concisely and comprehensively written, well and carefully edited and without the display of biliousness toward anybody, is the important order of the day in the editor's domain.

I am inclined to think that an enterprising rural weekly is relatively the best newspaper printed, in that it adheres most strongly to the news ideal. It prints the news that people are talking about in its community and which makes the readers talk about the paper. This is true even if it is somewhat common gossip that is printed. It is the human interest you know. That is the object of news quality. Interest your readers! By this same token the metropolitan papers are at the foot of the list.

Of course it is natural that the larger the town the less amount of local news is carried. However, more local news is a demand today by the readers of the average newspaper. It is true that the rural press with is gossipy items looks ridiculous to the city chap but let me tell you that such a newspaper reaches nearer to the ideal in human interest than the larger city contemporary. The Missouri Press Association the other day was absolutely right in adopting a resolution calling upon city papers to do more in promoting the progress of the state and its rural territory and interests and give less attention to grammatical errors in the country press and the simple doings of the people as recorded in these bucolic weeklies.

Long articles of news are uninteresting to the average reader during these busy times unless it be on some subject that stirs the people, like a fatal accident, fire or crime, or some other startling event. People do not care for long accounts of ordinary news. Brief articles and more of them, snappily but not sensationally headed, with lots of single and double headed small news scattered about, make the pages of your newspaper attract the eye of the reader. You can scarcely carry this to the extreme. We waste our space by not interesting the reader, by filling up our columns with long-winded "stuff." If you were going out to shoot big game you would use a rifle but if you were after birds you would take a shot gun so as to bring down more of them. This is just as mathematically true in making a newspaper. The greater variety of news you cover, logically means the more readers you will interest. I don't know of anything so important in publishing the news as this fact. We all waste our space too much, let me reiterate, by not producing a greater variety of small "human interest" news. You cannot err in this direction for you are then bound to attract and please more readers. Make your paper fairly scintillate with little "stuff."

Publishers are more inclined, too, to cover the heart of the city intensely and let the outskirts go almost without cultivation in this respect. Cover one section of your city just as well as another and get the news from your circulating territory in the country relatively as well as you do in the city so that it can be said that your paper publishes all the news of average interest in its circulating territory. If you do that it will make little difference whether you are so strong on state, national and international events. Make your paper truly a local paper with all the city and vicinity news. You should, of course, touch more or less upon all important general news happenings. Publishers are prone to give too much space to telegraph news and editorials at the serious expense of the local. If you make your paper strong in covering local and vicinity news it will be attractive to the homes of the people in your territory and that gives your paper the prestige that it must have in building up your circulation and consequently increasing your advertising patronage. In my serious judgment, a column of brief editorials in a paper in the average city is abundant.

Advertisers demand circulation. News in amount and quality is the most potent producer of circulation. A newspaper should constantly gain in circulation else it is going backward. The publisher must do his part to make quality and readers—the advertiser will do the rest.

No Partisan Politics or Colored News

The days of the so-called political organ have passed. Of course papers may have political preferences and always will have, but they should not necessarily feel compelled to stand for political leaders or organizations even within their own party when such are obnoxious to the people; and, too, newspapers should be fair to other parties or candidates. The people today demand the truth in political discussions. Publishers and editors should not inject into their editorials particularly, or in the news columns, their personal views. For this reason the editorial page is not as potent as when Greeley, Raymond, Cassidy and Wood wrote influential editorials projected even along the lines of their personal views. I have also learned that competent publishers cannot afford to hold political or other positions that take their time from their newspaper desks. Then, too, it will often preclude their assuming an independent attitude on issues that are likely to arise and on which a newspaper should take a strong, just position. No profession requires stricter attention to details than ours and it is becoming, as I have stated before, more and more essential that we should be independent in treating public questions.

The people are coming more and more to demand of the newspapers public service and not the mere exploiters of men, the promoters of special interests and the advocates of partisan or factional politics. Only when the press stands independent of all considerations, save the public weal, and can, with candor and frankness, expose the wrong whether committed by friend or foe and espouse the right, the good of all, regardless of personal or political interests or alignments, can it confidently expect financial success or impress its influence upon the community wherein it operates.

The newspaper graveyard is full of skeletons because of the failure of editors and publishers to recognize this fundamental truth: There is no place in any self-respecting community for a sycophantic, slavish or partial organ, or a newspaper incapable of doing justice and affording fair play to all shades of opinion, or that fails to give to

its readers the full measure of honest news, whether it helps or hurts any cause to which it may be devoted.

Editorial writers are not so potent as were the editors of the older days. Times have changed. Our influence through our newspaper must be impersonal. A newspaper still has a wonderful directing power upon its readers but it must be by fairness and through the newspaper leading the readers to think—to generate thought and not by strongly expressing the personal opinions of the editor. Conclusions should be left to the readers largely. If your editorials and news are written so as only to lead readers to reach the reasonable final judgments which you desire, your paper's influence with its subscribers will be far more effective than if you attempt to force them to your determinations. Readers like to reach their own decisive opinions and if you are frank and fair in placing the truthful promises before them you can be sure that in most instances they will reach the just conclusions which you desire; but they will think that it is a result of their own reasoning and that is much more to be desired. It, too, greatly pleases the reader himself.

Some Don'ts to Be Observed

News should never be colored. A reader has just as much right to expect the news truthfully conveyed to him through the newspaper columns as he expects to get the quality he supposes he buys when he purchases a suit of clothes, for instance. If he buys "all wool" he should have it "all wool" and "all wool" in news is what the readers will demand more and more as time goes on. Don't give your opinions except where moral issues or high ideals are involved. The meanest imposition on a reader next to the coloring of the news itself is the manipulation of the headlines to lead the reader to a false conclusion. One of the greatest criticisms of the press has been on this very phase because very many people often have little time some days to glance at anything beyond the headlines. This kind of editing is absolutely intolerable but it is a too common practice.

One of the greatest injustices that can be perpetrated is to attack someone through your columns because his views do not coincide with the opinions of your editor or news writers. You have an undue advantage of him simply because he has no newspaper to defend himself. Neither should the newspaper, even when justified on moral grounds, attack any person viciously. Statements of the facts under such circumstances is as far as we should go. Publishers, editors and news writers too often have exhibited their spite and spleen toward the public. How often it has been spitefully stated in editorial rooms, with reference to somebody who may have done some unkind act or expressed some unhappy opinion concerning the newspaper man, that he'll "get him" some day. No man is worthy of the profession who would even utter such a threat. There never was a time in the history of newspaperdom when unbiased and healthful treatment of people all along the line was so essential in conducting successful newspapers, as at present. Strike hard in defending great principles but never "hit below the belt."

Have no friends or interests whom you would ask to give you exclusive news for your paper, that is, do not obligate yourself by asking them to take pains to keep news "from the other paper," because that puts you under obligation to these people and no newspaper can afford to be under obligations to anybody for selfish reasons; but get the news by your own initiative; and you should follow this principle up by not allowing anyone to suppress news in your columns, either. The matter of printing or suppressing information must be left entirely to the editor to act in each instance for the best public interest. Never violate a confidence. Aside from being dishonest it will destroy your sources of information—your very necessary asset. It is an erroneous popular notion that newspaper men should not be taken into a secret, that they publish all they know. On the contrary, how charitable we really are. What a fearful commotion there would be in most communities if we divulged all we knew about some people! No class of men holds so much private information as do newspaper men, except physicians and spiritual confessors. What not to publish is quite as important to appreciate as really what should be printed. But never, never violate these confidences.

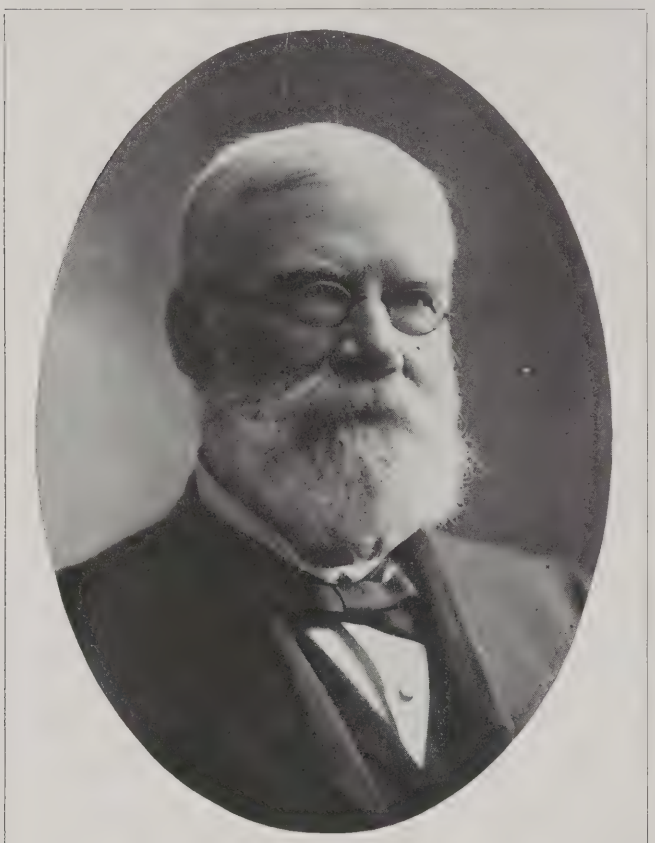
Another important matter is to follow up all news happenings to a full conclusion. Don't publish an article of news where a feature is to be consummated later and then drop it. Your readers are entitled to know how activities are finally disposed of even though it be a month or six months hence. Vicinity and state exchanges should be read carefully for many news items which will interest your readers are contained therein and which you can gather only in this way. Important acts of towns, villages and municipalities and discussions relating thereto in official bodies which are of great interest to the electors of your circulating territory and which they may be thinking of projecting, can be gathered from the state exchanges and reproduced briefly in your columns to the satisfaction of your readers. The keeping daily in close touch with your exchanges is of great advantage in getting out your paper.

A subject to be almost daily treated in your columns is the weather. More people talk about the weather than any other one thing, and yet the average editor neglects to discuss it in the public prints. "Good morning," it's a fine day," salutes your acquaintance as he passes by on the street, though it is raining "pitchforks and hammer handles," or freezing your nose or nearly blowing you off your feet. Of course it comes from his sub-conscious mind very often but it only goes to show what the common topic of conversation is. It is the appeal of the human interest.

Then as your efforts have succeeded in making a real newspaper, you must get the advertising patronage. Some seem to be satisfied with the same efforts each day and thus fall into a rut, but the slogan each day should be to constantly improve not only our newspaper but to increase the amount of our advertising. Our papers must have the appearance of prosperity. Success brings more success. It is like a ball of snow becoming larger as you continue to roll it along. This impresses the public and brings the new advertiser into your columns. Prosperity and prestige are evidenced more by the amount of advertising our paper carries than by any other manifestation. There is just as much fun in running your business successfully as there is in making a good score at golf. There is exhilaration in success. In fact, it is a duty, a religion, to succeed. "Nothing succeeds like success."

There is scarcely a publisher but who can increase his advertising revenue at least 20 per cent next year if he will wake up to the fact that it is to be had and go after it intelligently and persistently. Don't send a

copy-chaser, a boy, to your advertisers; send someone who has an intelligent grasp of the advantages of their advertising in your columns, who can impress the would-be advertiser with the need of building up his business through advertising. You should have a distinct advertising department and don't be afraid to spend a little money for an efficient man in this particular, for he can make it pay you to engage his services. We have little more than scratched the surface in advertising soliciting. You must tell the advertiser where and how he can exploit the selling of his goods. It is generally conceded that there is no medium like the daily newspaper and our advertising space will become more and more a necessity to business men. Advertising has news value. People, especially women, want a newspaper that contains the store news. Thus advertising is nearly as essential in publishing a newspaper in securing readers as are the news columns. Dignify your advertising by sensing its news value—classify it, intensify it, develop the enthusiasm of your advertiser. Eventually, you will then be so fortified in your field that there is no chance for a competitor. Then every advertiser will depend upon you, will swear by you because you will help him to succeed. Then the reader also demands your paper and cannot be bamboozled into subscribing for anything else. I can cite you splendid newspapers which are not succeeding as advertising mediums because their publishers are satisfied today with what they did yesterday and do not handle their advertising department intelligently.



Past President John Dymond
Chairman Necrology Committee
New Orleans, La.

The newspaper which follows the right path in these particulars and aggressively pushes its circulation so that the paper can be had easily in its territory by every one who wishes it, will increase in "power and capacity unabated" and will defy time and its assaults. In the columns of such papers there will be infinite variety and higher quality of matter, constantly attracting the reader. Editing and publishing a newspaper is a business which will know no cessation and unlike many other commodities that come and go, the daily newspaper, like the air we breathe and the water we drink, will endure until mankind ceases to exist on this planet.

Yea, when chaos and destruction shall reign at the end of time upon this earth, I can imagine the news-gatherer hustling amid the debris as "Heaven's last thunder" is shaking the world below, anxious to gather the final data of the catastrophe and, like

"Hope undismayed shall o'er the ruins smile,
"And light (his) torch at nature's funeral pile."

E. R. Purcell, Chairman of Advertising Committee
Editor Chief, Broken Bow, Nebr.

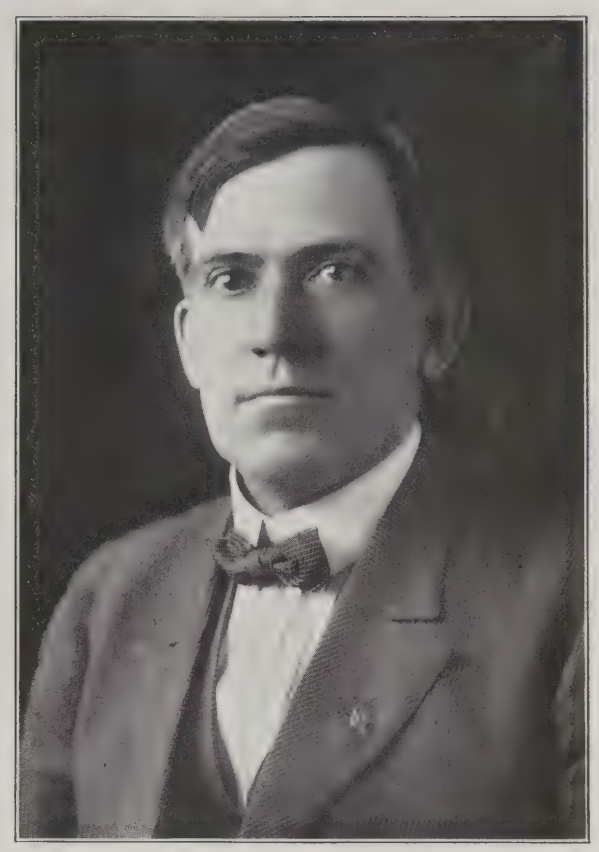
JOURNALISM DEPARTMENT AT WISCONSIN GETS NEW QUARTERS

The rapid growth of the course in journalism at the University of Wisconsin has made necessary much larger quarters for the department for next year. The department has been given a whole floor in South Hall and will move from its present room in University Hall during the summer.

The new location gives the department nearly four times as much space as it has had. A large laboratory, a well lighted reading room, an ample lecture room, a seminary room, and offices for the members of the faculty are provided by the new arrangement.

These quarters will be remodeled for the journalism work during the summer and will be ready for their use at the opening of the school year next September.

J. Clyde Oswald, Retiring President
Ed. American Printer, N. Y. City, N. Y.



George E. Hosmer, Incoming President
Ed. Herald, Ft. Morgan, Colo.

Lee J. Rountree, Vice-President
Ed. Commercial, Georgetown, Tex.

H. C. Hotaling, Chairman Credentials and Publicity Committee, Ed. Enterprise, Mapleton, Minn.

Officers of National Editorial Association (See Pages 498 to 505)

AN ASSOCIATION OF PAST PRESIDENTS

Resolve to Establish a Scholarship in Journalism

Missouri has an association of the past presidents of the State Press Association and, as usual, during Newspaper Week at the University, the meeting was held this year, at the elegant residence of Past President E. W. Stephens in Columbia, who acted as host. After the meeting a splendid repast was enjoyed, with sociality and good cheer, during which experiences were related, the good of the association considered and a fishing trip in the Ozarks planned.

Among other business transacted was the passing of a resolution looking to the establishing of a scholarship in the School of Journalism of the University of Missouri. Speaking of this action, the college paper, the University Missourian, says:

"It was voted unanimously to recommend to the Missouri Press Association the establishment of a fund for a scholarship in the School of Journalism of the University of Missouri. The association has $500 in its treasury which it is proposed to appropriate for the purpose, and to this will be added a sufficient amount to make a fund yielding probably $100 or more annually.

W. R. Painter, O. D. Gray, W. N. Southern, John W. Jacks, J. P. Baumgartner, Walter Williams, J. West Goodwin, R. M. White, Phillip Gansz, Will H. Mayes, B. B. Herbert, E. W. Stephens, Ovid Bell, E. W. Hodges.

"While the scholarship is not, of course, assured by this action of the past presidents, it is almost certain that it will be created. A committee consisting of Ovid Bell of Fulton, Robert M. White of Mexico, and Lieutenant-Governor W. R. Painter, was appointed to take the matter in charge and accepted the commission with enthusiasm.

"If established, this will be the first scholarship in any School of Journalism for which a press association has provided funds."

This plan of an organization of past presidents of press associations seems commendable and desirable. It affords an occasion for a pleasant reunion and then it keeps those who have served the association, in the most important capacity, in touch with one another and interested in the work and progress of the organization and enables them to confer as to the interests to be promoted and advise and help in measures for improvement.

The presidents are chosen from among the most faithful and efficient members and to keep up their interest so that their matured experience and counsels may be available is certainly desirable. It happened on this occasion that five past presidents of the National Editorial Association were among the guests. The accompanying illustration, from photograph taken in front of the home of Mr. and Mrs. Stephens, shows the portraits of those present on this happy occasion on May 18, 1914.

* * *

WHAT PRINTERS WILL SEE IN NEW YORK

Among the entertainment plans for the printer-visitors to New York who will attend the convention and cost congress of the United Typothetae and Franklin Club of America, October 6th, 7th and 8th, will be an evening at the immense Hippodrome, one of the largest theatres in the world, where are produced spectacles with over 350 persons on the stage at one time; sightseeing car tours of the city and a sightseeing yacht trip around the Island and through America's greatest harbor. There will also be a banquet at the famous Astor Gallery of the Waldorf-Astoria Hotel, which will be the headquarters hotel. There will be a visit to the celebrated Metropolitan Museum of Art, and to the tops of some of the highest buildings in the world.

There will be no registration fee or charge made for these various forms of entertainment. The printers of New York and allied lines will foot the bill.

A better opportunity to see more of New York will be afforded at this gathering of printers than could possibly be secured by a visit at any other time. Printers in all sections of the country are planning to "visit New York in October," and the reader of this should be one of them. His business is entitled to the freshening the change of scene would afford him and the valuable information he will secure by attendance at the convention sessions. Here are some of the subjects which will be dealt with:

Cost System in the Large Plant; Cost System in the Small Plant; Credits; Business Administration; Vocational Instruction; Mutual Aid Associations; The Bonus System; Use and Abuse of Dummies; House Organs; Shop Management; Preserving the Balance; Co-operation; Simplifying the System; Promoting Knowledge in Estimating; The Viewpoint of the Buyer of Printing; The Electrotyper and the Printer; The Engraver and the Printer; The Supply Man and the Printer.

All printers are welcome. All but the short executive sessions of the last day of the convention are open to every printer.

* * *

JOURNALISM INSTRUCTOR TO MANAGE MAGAZINE

Grant M. Hyde, instructor in journalism at the University of Wisconsin, has been chosen business manager of the new Social Center magazine, the first number of which is to appear about August 1. Mr. Hyde will continue on the staff of the Course in Journalism at Wisconsin.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

IT is not many years since the common opinion, particularly among newspaper makers, was that, in order to have advertisements read at all, folks had to be tricked into reading them. And I am sorry to note that even today there are many publishers who seem to cling to that theory. I am not prepared to say this was not true once upon a time, but I am prepared to say that it is not true any more. Nevertheless, so strongly were newspaper men of a decade ago gripped by this belief, erroneous though it has been proved, that they scattered their advertisements broadcast over their pages and sandwiched paid reading notices in between news items, in order, as they supposed, to force them upon the reader's attention. The foolish editor flattered himself that he was fooling the people into reading advertisements, whereas in reality he was belittling advertising, cheapening it, disparaging it, as well as the public's judgment, and simultaneously hurting his own sheet's circulation. He created, aided and abetted a bad habit, too, among advertisers, who got the impression that that was the only way to insure a fair hearing (or reading) from the people.

Then, happily, there started a wave of advertisement education, as it were, a movement of general enlightenment as to the value of publicity—not only to the man who had goods to sell, but also to the man who had goods to buy. Through this educative campaign, which was broad and deep, the newspaper men, too, began to learn something. They began to see that an advertisement (if worthy to be called such) possessed enough intrinsic interest and importance of its own to impel the readers' attention, without deception or duplicity on the editor's part. In fact, the wiser ones in the calling soon detected the fact that the public resented anything resembling force or coercion in the matter of reading advertisements. And, therefore, in making up their newspapers publishers began classifying their ads. Displayed matter was allotted a certain portion of the pages (preferably the right-hand side) and even reading notices began to be assembled under distinctive heads. The result is that advertising in the so-called country press has a greater pulling power for those who buy it today, and commands a greater respect from those who read it, than it ever enjoyed under the old system.

And it is very easy to understand why this is true. Under the former system, advertisement reading was accidental. The reader chanced upon the ad out of mood, as it were, while perusing the week's news. The natural feelfeeling was one of offense, rather than one of pleasure or appreciation of the accommodation which was really intended. The mind of the reader was not in tune to receive the message which the advertiser hoped to promulgate. Hence, it was a case of poor economy. The thing defeated its own purpose. The reader cursed the paper as a mess of ads; the advertiser cursed the sheet as a poor medium, and the editor cursed the advertiser because he didn't do more business.

Today, under the ideal method, where ads are properly classified, things are quite different. After having perused the news, the reader turns to the advertisements, and in the proper disposition of mind absorbs the facts there published for his benefit. Under this system of makeup, in short, the man or woman who reads has learned to entertain a respect for advertising which they never knew before, so that in reality many people actually read the advertisements first before delving into the lesser important matters of gossip and news.

All this is a logical plea for the adoption of the system of makeup so long advised by this department of the National Printer-Journalist, which insists upon all paid locals being run under an appropriate department heading of some kind, and all displayed ads arranged to the right-hand sides of the pages and properly graduated according to size. Following out this method, the paper gains in appearance and in service to both its readers and its advertisers.

It is a system that satisfies all, because it best serves the interests of all. It is conclusive that al readers endorse the plan, and I hold that the time is dawning when advertisers generally will realize that newspaper advertising is great enough to stand alone, and that the newspaper that classifies its contents makes the best medium in which to buy space for publicity purposes.

✧ ✧

Prescott, Ia., May 18, 1914.

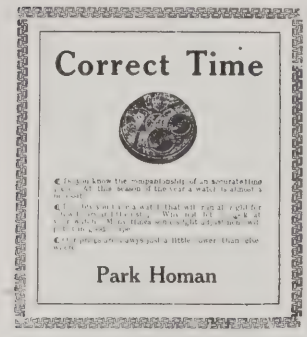
O. Byron Copper, De Soto, Wis.

Dear Sir:—Again I take the liberty to submit for your criticism in the N. P.-J. a few of my ad specimens.

Since sending you the last bunch I have changed locations and am now connected with the "Argus" of this city, for which paper the enclosed ads were composed. Thanking you for your past courtesies, I am

Truly yours, O. E. BOOTH.

The commendable feature about Brother Booth's work, as a compositor, is the high de-



No. 1

5% DISCOUNT
FOR SPOT CASH
On Purchases Amounting to $1 or More
Commencing SATURDAY, MAY 9TH, 1914 we will give a discount of 5 percent for cash trade. This means spot cash when you receive the goods and will not be given where goods are purchased in the morning and paid for that evening or the next day. In order to receive the discount the cash must be paid over when the goods are received.
W. F. PARISH & Co.

No. 2

gree of simplicity in evidence in his creations. He has a fine appreciation for the value of white margins in his ads and is commendably temper-

$500.00
worth of
FURNITURE
given away absolutely
FREE
This elegant lot of Furniture will be divided into Twelve Prizes. Twelve girls or women who live in this community will receive this Furniture without one cent of cost to themselves.
Watch for further announcement next week.

No. 3

ate in the use of brass rules. I am showing herewith a trio of his specimens (Exhibits 1, 2 and 3) the first two of which are above adverse comment. It is not given me to know anything about the type equipment of the office in which this contributor is employed, but I take it for granted that it is not such as would have enabled the compositor to treat differently the ad shown as Exhibit No. 3. However, if it had been possible, a more pleasing effect might have been achieved by treating the entire upper portion of the ad impartially, as if one word of the statement were as important as another,—I mean by having set it all in 60 or 72-point Cheltenham Bold, upper and lower case, something like this:

$500 Worth of
Furniture Given Away
Absolutely
Free

Of course, the way Brother Booth has it is all right, perhaps, and shows a proper conception of the important words in the thought; but the best effects in advertisement composition are gained by following out the simplicity idea everywhere, and, therefore, the least variety of faces and the least number of sizes of any one series, which one can possibly get along with, the better.

✧ ✧

Memphis, Texas, May 18, 1914.

Mr. O. Byron Copper, De Soto, Wis.

Dear Mr. Copper:—Enclosed I am sending you my third contribution to your column—a bunch of ads clipped from various issues of the Herald.

Realizing the value of competent criticism, I will appreciate it if you will review them in the N. P.-J. and send me a sample copy of same. I also wish to purchase the cuts to use in "advertising our advertising."

With best wishes for you and the N. P.-J., I beg to remain,

Yours fraternally,
E. C. JOHNSON,
Foreman and Asst. Editor.

This big budget of advertisements from Brother Johnson, who is foreman and assistant editor of the Hall County Herald of Memphis, Texas, contains so many excellent specimens that I have found difficulty in discarding any of

Ladies' and Misses' Trimmed Hats.....$1.95
Four dozen new hats at this price.
THESE HATS ARE ALL OUT ON A SPECIAL COUNTER
COME IN AND SEE THEM
GREENE DRY GOODS COMPANY

No. 4

them; however, feeling that I cannot devote all of my space in these columns to the showing of illustrations, I have kept but five for exhibition herewith (Exhibits No. 4, 5, 6, 7 and 8). Briefly, we will take a look at each one of

these ads and see if a fault can be detected in any of them. The first is a model of symmetry, beauty of design and strength of display. It

YES, KEEP IT AT HOME!
Keep your share of the profits on our specials at your home in "saved money"
NEXT SATURDAY AND MONDAY, MAY 9 AND 11
SHOES
HOSIERY
JOE J. MICKLE & SON

No. 5

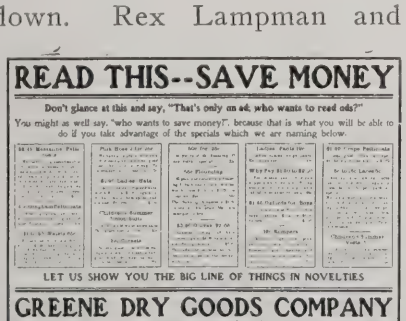
is properly whited, too, and indicates a remarkably complete conception of proper advertisement composition. No. 5 is equally as perfect and pleasing throughout, as are also No. 6 and

No. 6

No. 7, and in No. 8 the only feature against which I might take exception is the bold double rule above the signature, which is upside down. I used to use rules in advertisements in this

No. 7

fashion in my earlier days in the work, but later reformed, and now to see a rule employed thus looks just as bad to me, as to see a letter upside down. Rex Lampman and I once


READ THIS--SAVE MONEY
LET US SHOW YOU THE BIG LINE OF THINGS IN NOVELTIES
GREENE DRY GOODS COMPANY
West Side Square
"The Big Daylight Store"
Memphis, Texas

No. 8

"locked horns" in these columns over this very point. He said he used rules at the head and tail of his ads, with the lower one turned upside down, in the sense of enclosing the intervening matter; and, of course, that's the same idea every compositor must feel in doing so; but unless the rules continue clear around in the form of a panel, they should never be so employed. It is evident that Brother Johnson has an excellent and copious type supply at hand in doing his excellent work.

✧ ✧

De Kalb, Ill., May 19, 1914.

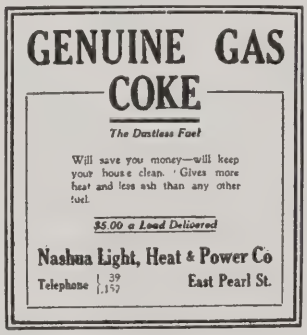
O. Byron Copper, De Soto, Wis.

My dear Mr. Copper:—The last "budget" of ads you received from me were from the Nashua (N. H.) Telegraph, and the enclosed are from the same paper. I am now located with the Chronicle in De Kalb, Ill., and hope soon to be able to send you some specimens more worthy of your notice. Thanking you, I am

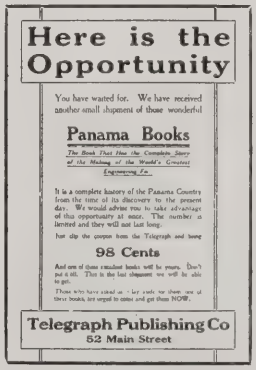
Yours truly,

ROBT. E. TAIT.

It is hard to believe—but possibly Brother Tait can do it—that is, submit a budget of advertisement specimens in future that will prove more worthy of notice in these columns than the present assortment; but these seem pleasingly near the perfection mark in excellence of mechanical composition. The reader, as well


GENUINE GAS COKE
The Dustless Fuel
Will save you money—will keep your house clean. Gives more heat and less ash than any other fuel.
$5.00 a Load Delivered
Nashua Light, Heat & Power Co
Telephone
East Pearl St.

No. 9


Here is the Opportunity
You have waited for. We have received another small shipment of those wonderful
Panama Books
98 Cents
Telegraph Publishing Co
52 Main Street

No. 10

A Merry Christmas
This is the Season of the year when we always have the pleasure of waiting on an Army of Lady Patrons
We enjoy it, too. Wish there were more Holiday seasons—for the Ladies can't come too often!
We are aware that good old "St. Nick" finds it very hard work filling Men's Sox with suitable gifts—gifts they'll appreciate.
A Man Likes Something He Can Wear
Get his presents where he always buys his wearables. Get them here, and then you can't go wrong. He doesn't want "bargain counter" stuff!
This whole store is a veritable Christmas Tree of gifts. Suits, Overcoats, Raincoats, Slip-ons, Beautiful Ties, Faultless Shirts, "just right" Underwear, Substantial Half Hose, Fine Handkerchiefs, Good Collars and Cuffs, Handsome Umbrellas, Cuff Buttons, Silk Suspenders, Rath Robes, Silk Mufflers, &c., &c., &c.
When Christmas shopping, come here with your troubles and you'll be surprised and gratified to see how easily and satisfactorily we can fix "Him" out.
A Beautiful Calendar Given With Every Purchase
Indian Head Clo. House
116 West Pearl Street

No. 11

as the contributor, will appreciate the impracticability of showing all of the collection, but I have selected four from the number that pleased me most, which it affords me pleasure to present as Exhibits No. 9, 10, 11 and 12. I ask the student to note with what skill and care each and every detail in these ads has been fin-

ished. Viewing these ads, it becomes evident that their creator possesses a cultured taste in designing and displaying, and likewise has a correct judgment in the matter of whiting and massing. The third specimen in this quartet of ads from Brother Tait is probably the best, notwithstanding that in it I find a few little features to censure, viz.: The heavy underscoring of the chief display lines, which lines, I am inclined to think, would have looked better without the rules under them and moved up closer together, which might have allowed enough space to permit the setting of the lower portion

From 15 to 25 percent Discount on Goods Sold in Our January Sale
OUR JANUARY FURNITURE SALE
Store Open Wednesday and Saturday Evenings
During the next few weeks we shall offer exceptional values. The prices quoted in this sale show great economy and should make January—usually very quiet—a record breaking business month. Our full guarantee given with each piece sold that it will be as represented or money refunded.
Parlor Heaters
Brass and Iron Beds
Couches and Couch Beds
Liquid Veneer
Chamber Furniture
The Dining Room
Parlor Furniture
Library Tables
We are making very low prices in our Rug and Drapery department. We carry a nice line of small and carpet size rugs. Linoleums, Oilcloths, Rug Borders, Fiber and Straw Mattings, Lace Curtains, Portieres, Window Shades, Brass Rods, etc.
If you need anything in the furniture line or in Carpets or Rugs NOW is your chance to
SAVE MONEY
L. CARLETON FURNITURE CO.
Complete Housefurnishers = 121-123 West Pearl Street

No. 12

of the body in the same Cheltenham expanded face as that in which the upper half appears. If the lower part of this body had been set in the same face, even though of a smaller size, the effect would have been better; but there is too great a contrast between the two masses. I very much dislike such abbreviations as "Clo." for clothing, as in evidence in the signature of this ad. It would have been preferable to have broken into the white margin on each side in order to spell this word out.

✧ ✧

Accompanying this paragraph will be found a photographic reproduction of the initial page of one of the April issues of the Princeton (Mo.) Post (Exhibit 13), which I am presenting that the reader may see, without the necessity of going any further into the sheet, what a remarkably good home weekly this is. Not many of us so-called "country newspaper makers" went to the trouble that Brother Price did during the late Mexican war scare to feature the news of the Huerta-Wilson controversy. I am not here going to enter into a discussion of the propriety of the thing, which would depend entirely upon local conditions, and they in my own field are such that, even with an all-home-print paper like the Post, I would hardly deem it necessary or wise; but my only point is to

With Jackies and Troops in Mexico
THE POST
PRINCETON, MO., THURSDAY, APRIL 30, 1914
PRESIDENT WILSON AND HUERTA WILL TALK PEACE
UNITED STATES SOLDIERS ON THE FIRING LINE
REV. O. J. WILSON, BRIDEGROOM OF A WEEK, IS DEAD
PRINCETON BOY LEAPS TO HONORS
COLLEGE GIRL HOME FOR VISIT, FIGURES IN ELOPEMENT
EYES OF THE WORLD NOW ON THESE MEN
MEXICANS HERE DON'T WANT TO FIGHT

No. 13

bring out how active and thorough Editor Price is in dishing up the news to his readers. Note the leading article, with its double-deck headlines and illustrations. And note, too, the clever little story woven out of the fact that certain subjects of the disturbed southern republic were employed in local railroad work and did not evince much interest in the trouble between the two countries. This little story

The New Tariff Law has
made it possible for men of particular taste to enjoy many new foreign weaves this spring; such fabrics as have not before been used in ready clothes. As you might expect,
Hart Schaffner & Marx
We got them for you
Special Benefit
Suits at $18 and Upward
Other good suits $10 to $15
Martin Clothing Co.

No. 14

(which is purely created news) and the entire page are proof of newspaper-making ability. The man who is able to see these little local opportunities to make news, and knows how to put up a pageful of attractive stories like those with which this page abounds is the one who

puts out a paper that pleases. He who will place a reading glass on this picture of the Post, and thus decipher some of these clever heads and paragraphs, will appreciate something of the cleverness with which they are composed. Nor is this sort of thing confined alone to the Post's front page—all pages are bright and attractive, depicting originality and generous expense in making a good newspaper. There is an abundance of news-letters from special correspondents, and an abundance of short locals, besides innumerable headed stories and advertisements. No part of the Post's making seems slighted; presswork and typographical work each is as excellent as the editorial features. One of the fine quarter-page ads is shown herewith as Exhibit 14.

✧ ✧

Speaking of good newspapers and attractive front pages, surely one would have to search a while before he would find a sheet so good in point of news-service and with a first page as excellent in so many respects as this Standard Democrat of Burlington, Wis. That the

"A GOVERNMENT OF THE PEOPLE, BY THE PEOPLE AND FOR THE PEOPLE."

THE STANDARD DEMOCRAT.

ZIMMERMANN & SON, Publishers — ESTABLISHED 1863. — Terms: $1.50 Per Annum in Advance.

VOL. 51 — BURLINGTON, WIS., FRIDAY, MAY 19, 1916. — NO. 20

LUCAS ALBRECHT DIES FROM WOUND FROM ACCIDENTAL RIFLE DISCHARGE

Well Known Retired Farmer and Real Estate Dealer is Victim of Peculiar Accident While Searching For Mushrooms Near Spring Prairie Last Sunday

FUNERAL AT ST. MARY'S CHURCH THURSDAY MORNING LARGELY ATTENDED

WE HAVE NOT ENGAGED SOLICITORS

FACE ADVERTISING DOES NOT PAY

DEALERS USE NEWSPAPER COLUMNS

KEUPER ESTATE LET CONTRACT FOR $20,000 STORE AND OFFICE BUILDING

Will be Located on Pine Street on Site on Present Frame Buildings Occupied by Mrs. C. F. Keuper & Jensen and L. T. Smith and be Completed by September 1st

WILL MAKE FINE NEW HOME FOR MR. ROSENBERG'S DRY GOODS STORE

CONTRACTORS WILL REPAIR PAVING

DAMAGE CO. WILL DO SPRINKLING

ALL HONOR TO DEPARTED VETS

Memorial Day Program Being Arranged Under Auspices of G. A. R.

EDWARD GREEN DRAWS IN THE HAT

RICHTMAN CASE STORIES CONFLICT

Young Man Denied Over to Care Town of Waterford

ALL OF DYNAMITE HAS BEEN FOUND

BEAUTIFY BURLINGTON IS THE SLOGAN ALL PUBLIC SPIRITED CITIZENS ARE LIVING UP TO THIS WEEK, OUR FIRST BIG CLEAN-UP WEEK

No. 15

reader may appreciate the extreme nicety with which the first page is gotten up, I am reproducing it as Exhibit 15. The head-writer and make-up man surely do their work perfectly; but I am grieved to note that that antiquated top head rule and double date line are still a part of the title. This arrangement of the title, I imagine, is a thing established long years ago, and therefore, having become a sort of "landmark," as it were, the publishers hesitate to change it; but why such hesitation? I know, or have known several publishers who kept the same old headings on their sheets long past the time when they had become flagrantly obsolete, just because they had grown to respect them as things sacred. For most people change is a hard thing; and every newspaper man who has ever introduced any innovation in his business (and practically every one of us who has ever amounted to anything at all in our calling has done so) knows how a certain per cent of his patrons resented it; but let me emphasize it—there never was any progress in this world without there was change. For instance, let me ask Brothers Zimmerman & Son, publishers of this excellent Standard Democrat, if the up-to-date headlines used over the many entertaining news-stories in their sheet are the same as were used away back forty or fifty years ago? There is much evidence of change and progress in every column of the Standard Democrat, but none in the title. Contrast that part of this fine page below the title with the title itself. There is certainly no congruity between the two. It will be noted that this is a seven-columned sheet, eight pages, and all home printed. Few home weeklies give half the service in news, and few are as well set and well printed.

✧ ✧

In sending me a copy of their paper for review, Gillespie Brothers, publishers of the Memphis (Mo.) Reveille, say frankly: "If there is anything good about our paper, tell us; if not, let us know whers we fall down." I can begin by stating honestly that there is very much about the Reveille that is good—it is a bright, clean, newsy sheet, well printed and having good typography throughout. One very fine feature, that catches my admiring eye immediately, is the great abundance of "county news," which, as I have so often written, is one of the very best things a home weekly can possibly fill up its pages with. Another excellent feature is a liberal lot of short personals, which are as good, and perhaps better, than the news-letters from country correspondents. The front page of the Reveille (Exhibit 16) is an attractive one generally, and in its perfection of balance is highly pleasing; but the makeup man should be very careful in breaking his articles that run under double-column heads, to see that no such a break occurs again as that in evidence in the base ball story in this issue, where the subhead "AB R H O E" appears at the bottom of

the first column, instead of at the top of the second column, where it must appear to maintain the sense. This is easily avoided, especially in an article having so many short paragraphs in it as this one has, by inserting leads between paragraphs to correspond with the extra line in the adjoining column. I do not advise leading

MEMPHIS REVEILLE

ROAD MAKERS JOIN FEDERATION

ICE FACTORY IS TO OPEN ON JUNE 1.

News Snapshots Of the Week

REPUBLICANS MEET IN MASS CONVENTION

"The New Minister" Given by the First M. E. Church Well Presented

WAGON IS WRECKED. BOY ESCAPES INJURY

BACCALAUREATE EXERCISES ON SUNDAY

OLD BRICK SMOKE-STACK WAS RAZED

THE BIBLE GROVE BAND EMPLOYED

High School Boys Win Over Sunday School Class Again By Score of 6 to 4

PROCEEDINGS OF THE CIRCUIT COURT

SALE OF BOOZE NOW RESTRICTED

Program for Decoration Day

MR. AND MRS. STAGNER LEAVE FOR K. C.

No. 16

the top of the article in the first column, unless that is a style followed throughout, as is true sometimes, in daily papers particularly. As a closing thought, I must congratulate the makers of this sheet on the excellence of their news-service and their editorial work. Everything is written up in capable shape, and the column or more of editorial paragraphs is commendably bright and full of thought.

✧ ✧

I had thought that my good friend, Verne S. Pease, of Baraboo and many other places, including Chicago, had departed from the staff of the Grant County Herald at Lancaster, Wis., but a copy of that paper bearing date of May 20, 1914, convinces me that he was still there at that time, at least. This copy of the Herald is one of the very best newspapers I ever saw, of its class, of course, and that's one reason why I take it for granted that Brother Pease is still doing the reportorial-editorial-makeup stunt at Lancaster. In the first place Verne Pease wields a pen of more than common facility and is the veritable personification of indefatigability. When he gets a job he becomes absolutely unremitting in his labors; his day's work knows no limits; when he locks the office door at night (which is apt to be at a very late hour) he doesn't lock the thought of business behind it, but goes forth keenly susceptible to anything and everything that might be developed into a story, an item or an editorial. And the beauty of it is, these stories, items and editorials that emanate from Verne Pease's mind are high class—how, with his thorough education, long years of experience in the calling, and great natural ability, could they well be otherwise? And another thing, no matter where Brother Pease happens to work, if there's any chance of it at all, he dominates the mechanical makeup of the paper—which is fortunate. As proof of the latter, see this delightful initial page of the Herald. (Exhibit 17.) Note the exact headlines, the perfect balance and consistent uniformity of typography. And I just wish that

GRANT COUNTY HERALD

ESTABLISHED 1843. PUBLISHED AT LANCASTER, WISCONSIN, WEDNESDAY, MAY 20, 1914 VOL. 72, NO. 12

TRAPPING JUNE BUGS TO KILL WHITE GRUB

Great Damage Done by the Worm Two Years Ago

Handcar First Choice.

COUNTY SUPERINTENDENT OF SCHOOLS J. C. BROCKERT TO PLATTEVILLE NORMAL

Crops Hump Themselves

THE BUILDING OF THE PANAMA CANAL

Biggest Part of the Job Was to Getting Ready.

POTOSI RATHER LOOK SMART THAN PRETTY

NOWE'S PICTURE SHOW WAS UNUSUALLY GOOD

GOLDEN WEDDING AND HONEYMOONING

75 YEARS OF LIFE WERE WELL SPENT

LAST WEEK'S STORM RIPPED THINGS IN GRANT COUNTY, AND IN DANE COUNTY

Trees Were Its Specialty, Although It Served Out a Few Tobacco Sheds and Trees, So as to Avoid Showing Any Partiality—Much Damage

No. 17

every eye that shall scan this cut could decipher the lines, so that they might grasp all of their excellence which I feel my weakness to describe. Just take a brief inventory of the contents of this first page: First, there's the June Bug story in the first column—a highly interesting article to at least seventy-five per cent

of the Herald's readers; and a fact that many a newspaper-maker would have treated with less than two sticksful, and then thought he had done wonders. Next, note the two little stories, top o' page, second and fifth columns; one is about the train service out of Lancaster, the other on local crop outlook; both subjects that many a less capable editor would have ignored. Next we might mention the two "center-leads," both founded on actual news facts—but put into words better than most of us could, or would, have done it. Then there are the two corresponding stories—the one in the second column and the other in the fifth—the one purely home-made "out of whole cloth," if you please, and the other forced from an actual news occurrence; and lastly the "Honeymooning" story, which is a genuine Pease-creation. which in ordinary print-shops might have escaped with a stickful-dashed-local, and the Dugdale obituary, which is far more than the title I have given it might imply, for when Verne Pease writes an obituary, it leaps up and beyond the hackneyed and becomes imbued with interest from the first to the last paragraph—particularly if the subject happens to be 75 years of age and an old soldier. I can't consume the space here to go on and tell you about the many other good features of this excellent home weekly; nor can I bring myself to close abruptly at this point. Permit me, rather, to briefly enumerate some of the good features that have caught my approbation: The mehcanical makeup is strictly Copperized (Brother Pease and I agree perfectly on the making up of a newspaper); the correspondence is plentiful; the local and personal mention abundant, and as carefully edited as the more important stories; the advertisements numerous and well treated; the paper itself all home printed (ten pages of it, too) and particularly well printed at that. If I had begun by saying that this was a perfect home weekly, have I uncovered anything, thus far, to contradict the statement? But, I am about to close, and will do so by quoting in full one of Brother Pease's effusions, semi-editorial, semi-news-item, of more or less interest and importance to all of us newspaper men:

"Again we are called upon to give out some free advertising. The Platteville Normal is out with its catalogue for summer school, and we are asked in a letter from Mr. Wilgus to give publicity to the catalogue. Why should we be asked to publish a free notice? Simply because the newspaper men of this country have been suckers for more than one hundred years. The Platteville Normal has money to pay Mr. Wilgus for dictating us a letter; it has money to pay for printing the catalogue; it has money to pay for a stenographer to write Mr. Wilgus' letter; it has money to pay postage; it has money to pay for everything, except publicity. Without the publicity given it by the press there would be no Platteville Normal—not for very long. If the newspapers stopped printing everything they were not paid for, the Platteville Normal would not last two years. In other words, if we put our services on the same basis as Prof. Wilgus puts his services there would be no Normal at Platteville. 'Money for everybody, except the newspaper,' is not a good motto, but it seems to keep the mare a-going. Nevertheless, if you want a copy of the catalogue of the Platteville Normal just send to Prof. James A. Wilgus, Platteville, Wis., and he will send it to you, postpaid. Help yourself to the catalogue, also to our doctrine of grafting on the newspapers. They're easy."

✧ ✧

I have before me now a copy of the Bonesteel, S. D., Gregory County Herald, a six-column quarto with ready-printed interior. My view of this sheet causes a mingling of emotions. This is so because there are features that arouse my admiration and at the same time there are other features that impel pity, and still others which incite something akin to contempt and indignation. Perhaps before I have finished I may have made myself clear. To introduce my thoughts, the Herald is very badly printed, being the evident product of an obsolete method of impression—more's the pity, yet among its rather limited contents I find some well worded stories, which are half spoiled, however, because they are not properly headed up, nor properly made up. Advertising matter is so abundant that Editor Lamson thought it necessary to run a few displays on his first page, and practically all of these ads look as though the devil had set them. Brother Lamson is conspicuously democratic in faith and I congratulate him upon the depth of thought and reasoning power displayed in his commendable editorial department, which, however, is regrettably careless as to grammar and diction. I do not know what sort of hand-press it is on which the Herald is impressed, nor does that matter; the fact remains that there is no excuse for so poor a print as that which is in evidence on its pages. To me it proclaims only abject carelessness and lack of interest and conscientiousness in one's work. Anyone of experience, who wants to, can get a good print even on a hand-press. The great secret is having the will first and then seeing that everything about the old machine is in good shape and especially looking to proper ink distribution, which is the great secret of success in printing on any press. If the man (or as is too often the case, the boy) who applies the ink to the forms will see that his ink is properly spread, and will use the proper amount of time and muscle in applying

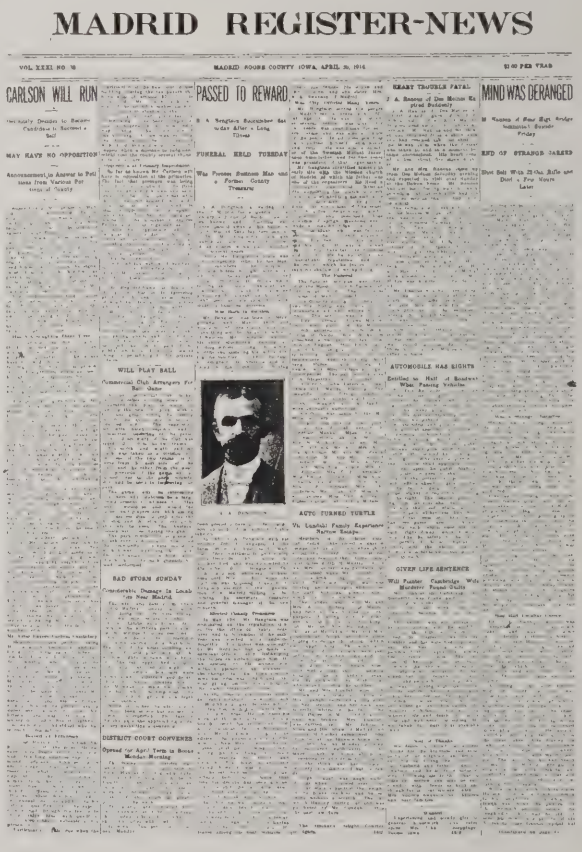
it to the forms, the results will be found fully compensatory for the effort. What Brother Lamson should do is to throw out all the deadhead "dope" in his columns, clean up his pages, hustle a little harder for news and give his readers a better paper under present conditions, and by and by he'll find the business profitable enough to warrant the installation of a more modern printing machine. The man who loses heart under the trying conditions that often surround the earlier years of a paper's career, is not apt to see much better things; but he who digs in and does his best with the materials at hand is going to discover more than one ram caught in the bushes at the side of his path, that will help him on to better and bigger things. In several points I glimpse real ability in Brother Lamson's work—unmistakable hints that he might do great things, surrounded with the implements with which great things in the newspaper game are done—but these implements are seldom placed in the hands of any except those who have proved their worthiness by the way they have employed simpler tools.

✧ ✧

The Lebo Star, of Coffey County, Kansas, by Austin A. Torrance, publisher, is a new addition to this department. It is a six-column-folio, all-home-print. After a careful inspection of this sheet I can say with the same honest frankness that has been the policy of this department for the twelve years and more during which it has been under my control, that I do not like the Star. I do not like the title, nor the treatment of the date line, which consists of a bold two-point rule above and a coarse double rule below, each separated from the type by at least a pica's space. Nor do I like the lack of uniformity in headings, which are sometimes sideheads (an extremely undesirable style) and again centered. I do not like the appearance of displayed ads on the first page, and much less do I like the crazy notion of inserting displayed ads in the center of pages, like an island in the sea, as if they were not of enough importance or interest to the general reader to be read if placed properly to the right-hand side of the page. I would ask Brother Torrance to study well the beauty and advantages of this department's ideal method of makeup, which I have so frequentliy and explicitly expounded through these columns, after which I sincerely hope he may be moved to adopt it. It is significant to note that one does not find any of the prosperous, progressive papers of today with a style of mechanical makeup like that followed by the Star. I would not have the reader, much less the contributor, think that I have been blind to whatever good this paper contains. On the contrary, I have seen enough good stuff in its columns to make a first class little paper, if properly headed and made up intelligently. It is only mechanically that the Star is inferior. What it needs is a general housecleaning, the which would take too much of this valuable space to advise in detail. By scrutinizing the various front pages reproduced herein and perusing reviews of other sheets, Editor Torrance ought to be able to glean enough of the truth to enable him to make the desired improvements.

✧ ✧

An up-to-date, linotyped, all-home-print sheet is this Madrid Register-News of Boone County, Ia., of which J. G. Lucas is editor. What a very fine face it presents every week is shown by the photographic reproduction which


MADRID REGISTER-NEWS

CARLSON WILL RUN

PASSED TO REWARD

HEART TROUBLE FATAL

MIND WAS DERANGED

No. 18

accompanies this review (Exhibit 18), and, while the arrangement of ads is hardly ideal, nevertheless all of the pages are very creditably done. The amount and quality of the reading matter offered by the Register-News are certainly gratifying, and the only wonder is, how can it be done at the $1.00-per-year rate? Besides the excellent news features an able and extensive editorial page is maintained, and the news features, before alluded to, include not

only a thorough covering of the home field, but also many letters from special correspondents, the latter occupying an entire page by themselves. Mechanically, as I have previously intimated, this sheet is strictly modern, and, I presume, that expression means that it is well done, too, for to be modern, anything in the printing industry must be high grade, inasmuch as the advancement in this calling within the past half or quarter century has been second to none. I would not be flattering this contributor to say that the advertisements are considerably above the average. The compositor, whoever he is, has knowledge of the value of white space in a piece of printing, and he also knows how to display an ad properly. As a result the displayed spaces of the Register-News are attractive and serviceable. Presswork is first class. What more could a reader ask in a newspaper?

⁂ ⁂ ⁂

ADVERTISING COMMITTEE AT WORK

Circular letters and printed matter received from E. H. Tomlinson, of the Daily Record, Morristown, N. J., and vice-chairman of the Advertising Committee of the National Editorial Association, indicates that effective work is being pushed forward. Success will depend on the co-operation of the members. The following prospectus contains a brief statement of the plan, and in connection with the committee's report printed in the account of the proceedings of the N. E. A. on another page of this issue, will be found to enunciate sound and helpful truths as to the proper policy and principles that should control in the advertising department of the newspaper business.

Advertising Committee of the National Editorial Association Prospectus—The National Editorial Association's Honor List of Local Newspapers

Conditions of Membership

1. Sworn to circulation.
2. Guarantee to maintain published advertising rates.
3. Promising to advance the interests of the newspaper fraternity by upholding the best newspaper standards.
4. Membership in N. E. A., giving voice in the direction of the list.
5. Payment of minimum annual fee of $3 with $1 additional for each 500 circulation in excess of the first 1,000. The fees are to go toward paying the expenses of the work of the committee, which will be as extensive as its funds will permit.

An agreement is to be entered into with the committee to submit to any examination desired by it should any complaint be made that a false statement has been given of either circulation or of lowest advertising rates.

Penalty

If any such complaint against a member is sustained, penalty may be imposed by the committee as follows:

1. Suspension from the list, with payment of cost of investigation.
2. Publication of suspension and cause for same in next statement issued on behalf of the list.

Reinstatement, if applied for, to be at option of the committee, under such conditions as it may impose.

Benefits

A certificate will be issued to each member setting forth the conditions of membership.

It is the purpose of this committee to have this list mean so much that anyone seeing the certificate on the walls of an office will know that the paper's circulation is just what it is said to be and that it will be time wasted in trying to beat down rates. He will know that the paper gives the advertiser a square deal and that he will have to give it a square deal to become an advertiser.

Advertisers and advertising agents will be circularized with periodical statements of circulation, rates and other facts of interest about the papers forming the list and we have good assurance that papers on this list will be given preference in arranging advertising campaigns.

The committee will do everything possible to create business for the members and will hold itself ready to aid any paper on the list to devise a way to overcome any special difficulty it may meet with in securing general advertising at legitimate rates.

The first fees paid will pay for a year dating with the date of the first publication of the list. If the plan does not meet with sufficient support to warrant a publication of the list, the fees will be refunded.

The following are the members of the committee:

E. R. Purcell, Chairman, Chief, Broken Bow, Neb.; E. H. Tomlinson, Vice-Chairman, Daily Record, Morristown, N. J.; H. C. Hotaling, Treasurer, Enterprise, Mapleton, Minn.; George Schlosser, Press, Sioux Falls, S. D.; Herman Roe, News, Northfield, Minn.; Chas. H. Neff, Herald, Anderson, Ind.

⁂ ⁂ ⁂

NEW INSTRUCTOR IN JOURNALISM AT WISCONSIN

Alvin H. Kessler, a graduate of the course in journalism at the University of Wisconsin, who for the present year has been instructor in journalism and advertising, has been appointed to the faculty of the journalism department at the University for next year. Mr. Kessler will be graduate business manager of the Daily Cardinal, the student paper at Wisconsin which will be used to demonstrate to the students in journalism the methods of conducting the business affairs of a small daily newspaper. Under the direction of Mr. Kessler, students will be organized into an advertising and a circulation department in order to give them practical experience in the details of business management. He will also assist in the courses in newspaper reporting and correspondence as assistant city editor, assisting Mr. Grant M. Hyde, who is in charge of the assignment work of the students in reporting.

⁂ ⁂ ⁂

WISCONSIN BANS TRADE ADVERTISEMENTS

The faculty of the University of Wisconsin has voted to prohibit student publications from accepting merchandise, due bills, or other forms of trade in payment of advertising in the student papers hereafter. The business managers of student publications will be required to give bonds for the faithful performance of their duties, to the class or organization responsible for the publication. The new regulation in regard to student publications is designed to insure the conduct of the business management of university papers in a business-like manner.

AT THE OLD SCHOOL

Kind Mention by Press of Our Old Home State

(From St. Paul, Minn., Morning Pioneer Press, June 9.)

Benjamin B. Herbert, of Chicago, popularly called "the father of the National Editorial Association," and known among newspaper men the country over, is in St. Paul for the commencement festivities of Hamline University. He will speak at the closing chapel exercises in the Midway this morning.

Former Resident of Red Wing

Mr. Herbert is an old resident of Red Wing, Minn., where he was graduated in 1865 from "Old Hamline,"

Viewing the Enchanting Scenery of the Upper Mississippi River
Burn Bluff, Red Wing, Minn.

before the institution was removed to St. Paul. He founded the Red Wing Printing Company in 1877 and the Red Wing Daily Republican in 1885.

Edits Printer-Journalist

The veteran newspaper man is now the editor and publisher of the National Printer-Journalist, official publication of the National Editorial Association. He has many friends in St. Paul.

Newspaper Work Sacred

"The New Knowledge and Ideals in the Industries and Business" is the subject of Mr. Herbert's address today. It will make particular reference to journalism. "Every worthy calling is a useful service, and that of the newspaper is a sacred ministry," is one of his recent statements, and his address today will treat the subject from this standpoint.

✧ ✧

(From St. Paul Evening Dispatch, June 9.)

B. B. Herbert, class of 1865, Hamline University, now editor of the National Printer-Journalist, Chicago, spoke at the final chapel exercises of commencement week at Hamline today. He declared that the calling of the newspaper maker is as sacred as the ministry.

No Trade Secrets

Mr. Herbert referred to his connection with the printing trade and his work as a journalist. He said trade secrets and business methods no longer are held as secrets, but each member of the various trade associations imparts his knowledge freely to all and receives just as freely of the knowledge and experience of the others. All strive together for higher and better service and better conditions. He asserted this is one of the great secrets of the wonderful advance that has been made in the industries, commerce and transportation.

"Sprees," Thing of Past

"Newspaper conventions and banquets once were designated as 'annual sprees,' but under the new knowledge and the higher ideals all this has changed," said Mr. Herbert.

Only Best News

"Today you will find newspapers generally advertising to publish only such news as is fit to print. Community service is placed first and news second in the most worthy and successful papers. At more than one recent newspaper congress the Bible has been given as the best guide in giving a record of current events."

✧ ✧

(From the Minneapolis, Minn., Daily Tribune, June 10.)

New Ideals in Business

Benjamin B. Herbert, editor and publisher of the National Printer-Journalist, gave an address in which he discussed "The New Knowledge and Ideals in the Industries and Business."

Mr. Herbert is called the father of the National Editorial Association and is a life member. He was first elected president at New Orleans in 1885 and presided at the national convention at Cincinnati in 1886. In discussing his topic he dwelt considerably on the aspect of journalism and business as related to service.

"There has been almost a revolution in newspaper ideals in three decades,' 'he said. "The idea shortly after the close of the Civil War grew up that it was the sole duty of the press to give all the news regardless of its nature if only it were exciting, and even Charles A. Dana, one of the greatest newspaper men, stated that he was not too good to publish in his paper anything that God permitted to occur. This was rather following an obsolete ideal of throwing the responsibility on the Almighty.

News That's Fit to Print

"Today you will find newspapers very generally advertising to publish only such news as is fit to print. Community service is placed first and news second in the most worthy and successful papers. Of course the press must give the news, but there is an abundance of news that is helpful or in some way instructive. At more than one recent newspaper congress of late, the Bible has been given as the best guide in giving a record of current events, the news, as well as in business."

He quoted from a speech by Dr. Washington Gladden.

"Is it not true that one of the deepest needs of our social life is the need of a kindlier judgment of our neighbors; the need of a disposition to see the good side of everybody? Would not a public opinion suffused with such generosity and good will give us juster laws, a more stable social order, a more prosperous and peaceful commonwealth? And has not the newspaper a very large responsibility in securing such conditions?"

BUSINESS NOTES

This Department is conducted for the benefit of advertisers, and expresses their claims and views

INSTALLING A NEW GOSS PRESS

Some Matters of Interest to All Newspaper Makers

The Harrisburg, Pa., Telegraph tells, in its May 15 issue, of the installation of a new Goss Sextuple Press that will print 72,000 completed papers per hour and is being specially built for the Telegram, which says, among other things of interest to, and worthy of consideration by all newspaper publishers:

"There is no more important factor in the making of a modern newspaper than the press or presses upon which it is printed from day to day. Time was when the public had little or no concern in the mechanical equipment of the newspaper, but nowadays the importance of the newspaper to the average community is so well recognized that anything that has to do with the production of that newspaper is of interest to the public.

"Throughout its long history the Telegraph has maintained a close relation to its constantly increasing body of readers. Only recently there came into possession of the management files of the Telegraph covering the whole period of the first Mexican war, and the fact that these files were preserved by a prominent citizen of one of the important central Pennsylvania towns, shows a personal interest and appreciation of the Telegraph of that earlier period. It is quite a common thing to receive letters from readers of the Telegraph of the third and fourth generations, the readers representing continuous family subscriptions.

"It is for this reason that the announcement that the Telegraph is to have within a few weeks the most complete and modern newspaper press ever installed in Harrisburg has peculiar interest to the large and ever-increasing family of Telegraph readers.

"The new press will include many devices which will make possible the printing of a newspaper such as has never been turned out in this city, and as it will be constructed for high speed, it will make possible the overcoming of difficulties under which this newspaper now labors in caring for its present large circulation.

"All manner of time-saving devices have been included in the specifications and the order was placed with the Goss company after a thorough investigation of the best machines now on the market. Great care has been given the minor details to provide every convenience for the operation of the machine and the elimination of the small losses of time which, singly, are trivial, but in the aggregate amount to a considerable item. It is the opinion of the makers of this press that it has almost reached the point where there does not seem to be any prospect of further improvement."

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The Model B Intertype is creating an unusual amount of interest among all classes of printers and publishers. A machine was demonstrated at the Nebraska Press Association meeting at Lincoln and was the subject of a great deal of favorable comment; several orders were written. The Model B will be demonstrated in Denver beginning the first week in July; another Model B will reach Cleveland about the same time for making demonstration before a large number of interested publishers. We understand demonstrations will also be made in several other cities, including St. Louis and Kansas City, at an early date.

Second in importance to the introduction of the Model B is the announcement of the Intertype Company that they are prepared to rebuild old Linotype machines into modern wide magazine single or multiple magazine machines. This oepns up a wide field, permitting as it does users of the earlier models of the Linotype to secure the benefits of a modern wide magazine and multiple machines at a comparatively small cost.

We hope to be able to illustrate these modernized machines in our next issue. Manager Montgomery, of the Chicago agency of the Intertype Company, is receiving a great many inquiries regarding the new Model B, and the sales are numerous.

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THE GENERAL RUN OF PRINTING

No doubt ninety per cent of all printing may be classed with "the general run." That is, nearly all the printing produced is the sort which requires neither special equipment nor exceptional skill. It follows, therefore, that the machine builder who brings out a machine which will do the "general run" of work at a lower cost of production than formerly is a real benefactor. The National Automatic Press is such a machine. It was designed to take care of the ordinary work of the shop at a lower cost than was ever before possible, and that is precisely what it is doing. The National does the work of five hand-feed platens at a cost amounting to but about one-fifth of the cost of doing the same work on presses that must be fed by hand. Sounds big, doesn't it? It is big. But, big as it is, it is not all the National will do.

While it is true that the National Automatic Job Press was designed primarily to take care of the great volume of printing known as "general work," it is equally true that the National will do a wider variety of work than is possible on any other press. Ruling, punching, perforating, numbering, printing face and back with one operation—all of these things the National will do at a rate of speed so high that it is simply marvelous. The National is King from the standpoint of profit—and profit, we take it, is the inducement that keeps men in the printing business.

You must know all about this great money-making press. Write the National Automatic Press Co., Lehighton, Pa., for full particulars. And if you have any problems relating to cost of production, methods, or efficiency that are bothering you, ask the sales manager to help you solve them. He will gladly do so, for he is an expert in all matters pertaining to print-shop management.

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PITTSBURGH NEWS LETTER

Edward Corman, who has formerly been secretary of the Atlanta (Ga.) Typothetae and the Buffalo Master Printers' Association, has been elected to a like position by the Pittsburgh Typothetae, A. E. Davis, the former secretary, resigning to take a position with the National Automatic Press Company of Leighton, Pa.

The Alling & Cory Company of Rochester, Buffalo and Pittsburgh held their annual salesmen's meeting at the Rochester, N. Y. House on Saturday, May 30th. Twenty-eight of the Pittsburgh division representatives went in a special chartered car Friday night, returning

Monday morning. Buffalo was represented by twenty-two men and Rochester by twenty-seven, making a total of seventy-seven representatives. There was an all day business session full of enthusiasm and fine progressive spirit. The president of the company, Mr. Joseph T. Alling, had written a letter to each one of the company's employes six weeks in advance of the meeting, asking each individual to make suggestions for the meeting and this illustrates the policy of this house, in that every employe has a lively interest in the success of its business and many good suggestions were brought out which will be put into operation. Representatives were present from Jamestown, N. Y., Harrisburg, Pa., and Lynchburg, Va., in addition to the three main divisions of the company. Lunch was served at Hotel Rochester and on Saturday evening an elaborate banquet was given at the Genesee Valley Club, at which many stunts were pulled off and it is doubtful if this dignified club ever had such a bunch of live rooters within its doors. The day being Memorial Day, the decorations were the national colors, and with an orchestra and specially written songs and with each participant wearing a gaily colored paper hat shaped in the triangle design of the company's trade mark, inspired the best of spirits. Addresses were made by Mr. Joseph T. Alling on "A Look Into the Future"; by Mr. H. E. Cory on "Changing Conditions"; Mr. Kratz of Buffalo on "The A. & C. Policy," and Mr. Smith of Pittsburgh on "Service." The favors were handsome gold pins representing the triangle trade mark. On Saturday the party was entertained at a luncheon at the Rochester Country Club and afterwards given a sixty mile automobile ride, including a trip to Lake Ontario, Irondequoit Bay and through all the beautiful parks for which Rochester is noted.

The Quoteright Club of Pittsburg has just been organized, embracing in its membership shop and office employes of all the typothetae printing plants and employes of all the allied trades and supply houses. The title indicates the purpose of the organization, which is to extend the work of the local typothetae, especially in connection with the estimating school and couple with this social and get-acquainted features. The club expects to occupy quarters in the Benodum-Trees Building and the first president of the organization is Mr. Robert L. Forsythe of the James McMillin Printing Company.

One of the most interesting exhibits given at the Printers' Exposition in New York was that of the Hamilton Mfg. Co., with their new steel composing room furniture. This exhibit gave thousands of printers an opportunity to examine critically the construction, finish and practicability of this furniture. Nothing but praise was heard concerning this—the ultimate furniture for printers.

Space does not permit of our describing all of the articles shown at this exhibit. Among the most interesting were the following:

New sectional sort cabinet with steel frame and steel boxes. An entirely new idea for storing sorts, which requires practically no floor space and is the height of convenience and system.

Bullen steel adjustable chase rack, which can be arranged to accommodate any size of chase from the smallest Gordon press chase up to the largest one required

for a cylinder press. This rack is also a big space saver and offers a further advantage, which was ably demonstrated at the show—namely, that the chase is held both top and bottom from the time it enters the rack, thus making impossible any damage to forms, which is so likely to take place in the ordinary rack which guides the chase at the floor only.

The new Hamilton system of unit construction for both job and newspaper offices was clearly demonstrated in several of the articles exhibited, and was further explained by a large broadside which illustrated the construction of articles—make-up tables, etc., by the unit system. A copy of this folder, we understand, will be mailed on request to inquiring printers.

One very unique part of the exhibit was a steel cut cabinet finished in an almost perfect imitation of mahogany; in fact, it was only when visitors tested it out with their knuckles that they were able to tell it was not wood.

The Hamilton Mfg. Co. issued and distributed at the show a very handsome booklet, entitled "The Age of Steel." Those who were not fortunate enough to secure a copy of this booklet at the show can secure one by writing the Hamilton Mfg. Co. direct.

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FARM PAPER CHANGES

Mr. Miller Freeman, one of the livest wires in the publication field of the Pacific Northwest, has recently been doing things out in his territory. A few years ago he sold his farm paper, which was then known as "The Ranch," to his editor, Mr. J. D. Dean. Early this year he bought it back and also gathered in "The Pacific Dairyman," which he consolidated with "The Ranch." Last week he changed the name of "The Ranch" to "The Washington Farmer," and hereafter this publication will be known by that name. Mr. Dean remains as editor, and in Seattle is the office.

Week before last Mr. Freeman bought the "Oregon Agriculturist," Portland, Ore., the name of which he changed immediately to "The Oregon Farmer." This gives Mr. Freeman two strong agricultural publications in his chosen field, and as both of them are members of the Associated Farm Papers, it gives to that combination the entire Pacific Coast frontage, as two California papers, recently consolidated into a strong unit, "California Cultivator," have been in the association from the very beginning.

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Mr. M. Hugo Lindberg, formerly factory representative of the Hexagon Tool Company and later with the Webendorfer Company, has joined the sales force of the F. Wesel Mfg. Co., and will cover the eastern territory for the latter firm. Mr. Lindberg brings to his new position experience and an aggressive personality, and the Wesel Company has added much strength to its sales department.

NEWBURGH JOURNAL INSTALLS PHOTO-ENGRAVING PLANT

The enterprise of the Newburgh Journal, Newburgh, N. Y., under the direction of Mr. Edwin J. Smith, President, is quite up to the most modern standards.

Mr. Smith has purchased from the F. Wesel Manufacturing Company a very efficient equipment for the quick production of illustrations needed by his publication. The plant has been laid out and will be installed under the direction of Mr. Adolph Hess, the photo-engraving expert of the F. Wesel Manufacturing Company. The newest models of Levy Cameras, Macbeth Lamps and Wesel Mechanical Equipments are included in the installation.

The Journal is to be congratulated upon its enterprise and Mr. Hess will doubtless derive much satisfaction from having made the sale and directed the layout of so fine a photo-engraving department.

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A very handsome little folder comes from F. E. Okie Company of Philadelphia. The Okie's Puritan Black Ink was used in the printing and is shown on three kinds of paper. Line and fine screen half tones are used in connection with the text and the perfection, clearness and evenness shown give certain and most pleasing proof of the superior excellence of the ink. The folder was printed without slip-sheeting, but there is no sign of offset or blemish. The color comes out in a way to show every light and shadow of the fine half tones. A five pound can of this ink is furnished for $2.00, with a discount in quantities. Okie's Puritan Black dries quickly on stock but not on the press. F. E. Okie Company are makers of fine printing inks at 127 South Second Street, Philadelphia, Pa.

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Prof. W. H. Olin is Commissioner of Agriculture for the Denver & Rio Grande Railroad.

This new departure for the Rio Grande was established April 1st last, and marks the beginning of a new era of agricultural development in the territory served by that line.

Professor Olin devotes his entire time to the work, the major portion being employed in visiting the agricultural districts, holding meetings with farmers, giving advice and suggestions as to seed selections, production and markets, and at all times co-operating with persons engaged in agriculture.

Professor Olin is a practical man as well as a scientific farmer and it is confidently believed that the results of his work will be mutually beneficial to the farming communities and the railroad. It is economically wise for all railroads, as well as for all newspapers, to work for the agricultural and industrial interests of the sections that they serve.

Do Your Own Numbering with the WETTER TYPE-HIGH NUMBERING MACHINE
Sold at Right Prices by All Type Founders and Dealers
Wetter Numbering Machine Company, 343 Classon Avenue, Brooklyn, New York, U. S. A.

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reachthis office not later than the 20th of the month preceding date of publication. Cash must accompany order . .

A COLD SIMPLEX STEREOTYPING OUTFIT, $19 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage, for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

THE VAN BIBBER ROLLER CO., Sixth and Vine St., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us

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FOR SALE—One Colt and one Universal press in good running order. Address N. P., care National Printer-Journalist.

Bargains in Printing Presses
FOR SALE

FOR SALE—Three-deck press, prints 4-6-8-10-12-14-16-18-20-24 pages. Overhauled and rebuilt. Will sell at very low price. THE GOSS PRINTING PRESS CO., CHICAGO ILL

FOR SALE—Four-deck press, prints 4-6-8-10-12-14-16-20-24-28-32 pages. Will be overhauled and rebuilt. THE GOSS PRINTING PRESS CO., CHICAGO, ILL.

FOR SALE—One Flat Bed Perfecting Press, prints 4-6-8 pages. Will be overhauled and rebuilt. THE GOSS PRINTING PRESS CO., CHICAGO, ILL.

SITUATION WANTED—Desk man; 12 years' experience handling telegraph; qualified as make-up, correspondents' organizer and all-round inside man for morning newspapers. W. H. Farmer, 7718 Plum Street, New Orleans, La.

WEEKLIES—You need the Foster Service; designed by and for weeklies only; hundreds of publishers now using it; $3 a year; four months' trial for $1; money back if wanted.—Foster Service, Assumption, Ill. tf

SITUATION WANTED—ALL AROUND PRINTER, above the average as a job printer, fine record, experienced on county seat weekly and small city daily; steady and a hustler; now located in Portland; wants steady position with good weekly. Union man. Will go anywhere on coast. Address E. E. KAY, Y. M. C. A., Portland, Ore.

REBUILT TWO-REVOLUTION PRESSES—Six column quarto size, $550; seven column quarto size, $650. Description furnished on application. C. FRANK BOUGHTON, successor to Van Allens & Boughton, 17-23 Rose Street, New York.

Steel Ad Frame K-258

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IT WILL INCREASE THE EFFICIENCY IN ANY PRINTING PLANT

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New York
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Detroit
Atlanta
San Francisco

Steel Ad Frame K-258

TABLE OF CONTENTS--JULY, 1914

Page

Accuracy First for Wisconsin Editors.497
Advertising Committee at Work.....527
Associated Advertising Clubs of the World 506
Association of Past Presidents, An...518
At the Old School.....528
Big Waste in Government Printing Office 493
Business Control 511
Business Notes 529
Canadian Printers Organizing.....493
Conventions and Congresses, Numerous.506
Editors in School at Lawrence, Kas..495
Invention of Printing, The.....510
Journalism Department at Wisconsin to Get New Quarters.....516
Journalism Instructor to Manage Magazine 518
Journalism Week at University of Mo.481

Page

Journalism Instructor to Work on French Paper 497
Keeping Step with Opportunity.....507
Michigan Federation Plan, The.....494
More Work Through Publicity.....485
New Editors for Wisconsin Cardinal..497
New Instructor in Journalism at Wis..527
New Secretary of United Typothetae..497
Newspaper Criticisms 519
Profession, The Great.....509
Survival of the Fittest in Newspaper Making—Increased Expense of Newspaper Making; Low Per Cent of Increase in Newspapers Now as Compared with the Past; Tendency to Consolidation; Decrease in Price but Increase in Size and Expenditure; Greater Stability—Fewer Failures; Rapidly Increasing Readers

Page

Beneficiaries, Newspaper Business Benefited; Advertising, to Eliminate Injurious Ventures; A Most Difficult Calling or Business; Has Become a Distinct Profession; Opportunity and Necessity for Leadership and Service; Increasing the Quality, the Demand; How Can Quality be Improved; No Partisan Politics or Colored News; Some Don'ts to be Observed 512-516
Twenty-ninth Annual Convention of the N. E. A.....498
What Printers Will See in New York.518
Wisconsin Bans Trade Advertisements.527
Wisconsin Franklin Club to Meet at Madison 495
Wisconsin to Have Summer Course in Journalism 495

INDEX TO ADVERTISEMENTS

Page

Acme Staple Machine Co.....476
Advertising Convention 535
American Embossing Co.....478-533
Argus Pressclipping Bureau.....479
Autopress Company, The.....477
Barnhart Bros. & Spindler.....471
Barnes-Crosby Co.....468
Butler Paper Co., J. W.....465
Danielene Composition Co.....533
Denham Costfinding Co.....479
Duplex Printing Press Co.....473
Federation of Trade Press Assns.....534
Globe Eng. & Electrotype Co.....469

Goss Printing Press Co.....480
Hamilton Mfg. Co.....Insert
Jaenecke Printing Ink Co., The.....474
Johnson Mfg. Co., C. I.....472
Keystone Type Foundry.....532
Latham Machinery Co.....476
Levey Co., Fredk. H.....476
Megill, E. L.....533
Merriam Co., J. & C.....478
Mergenthaler Linotype Co.....467
Miller Saw Trimmer.....478
National Automatic Press Co.....479
Novelty News, The.....533
Okie Co., F. E.....536

Oswald Publishing Co.....478
Queen City Printing Ink Co.....466
Riessner, T. 478
Rouse & Co., H. B.....479
Royle & Sons, John.....479
Sanders Engraving Co.....470
Sheasgreen, Ed. E.....478
Swink Printing Press Co.....474
Syracuse Smelting Works.....469
Typo Mercantile Agency, The.....533
Wanner Machinery Co.....533
Wants and For Sale.....532
Wetter Numbering Machine Co.....531
Wood & Nathan.....475

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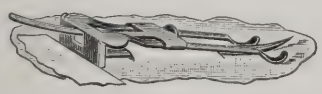
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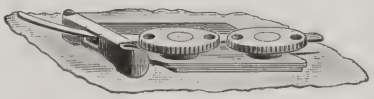
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National Printer-Journalist, Station X, Chicago

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At The

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Chicago

Sept. 24, 25, 26
1914

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One Good Idea Will More Than Pay for All the Time and Expense of Attending This Convention

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For Further Information Address

E. R. SHAW, Chairman Committee on Arrangements

537 So. Dearborn Street, Chicago

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F. D. PORTER, President, Chicago

JOHN CLYDE OSWALD, Vice-Pres., New York

E. E. HAIGHT, Sec'y-Treas., Chicago

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All Roads for Printers Lead to New York in October

OCTOBER 6, 7, and 8, at the Waldorf-Astoria, New York, there will be held a great meeting of owners of printing plants, coming from all sections of the country. Most of these will attend to listen to the papers and discussion of them. The subjects will deal with the important problems in the conduct of a successful printing business.

Open to All Printers

Except for an executive session on the last day this convention of the United Typothetae and Franklin Clubs of America is open to all printers whether they are members of the great national printers' association or not. It is, in fact, a gathering for the uplift of the whole trade and every printer will be welcome. Therefore the printers of New York ask every printer to lay plans to visit the metropolis at this opportune time, when special railroad rates will be arranged and provision made to show each attendant at the convention the sights of the great city—sights that thousands of people from all over the world come to view at least once in their lifetime.

See the Sights of the Great City

Without interference with the convention and the important discussions of trade matters therein there will be sightseeing tours by "rubberneck" automobiles and "round-the-island" yachts and visits to the art galleries, the splendid libraries, the great skyscrapers, the mammoth bridges, the wonderful subways, the magnificent hotels, etc.

Bring the Ladies Also

New York printers invite you to come and bring the ladies of your families, who will be entertained by a Ladies' Reception Committee.

Raise your salary this week and keep it raised till October, thus making certain to attend the first national printers' convention held in New York in twenty-eight years

F. E. OKIE COMPANY

High Grade Lithographic and Typographic

Printing Inks

Branch Office:
40 St. John Street
LONDON, E. C., ENGLAND

127 South Second Street
PHILADELPHIA, U. S. A.

F. E. OKIE, President
F. B. OKIE, Sec'y. and Treas

The Sun Never Sets on Our 40 Cent Ink. It is used all over the world. It has the best value for the price of any black ink on the market. It is a 75c ink trimmed down to meet popular demands. All its value is there and the printer gets it. Our 25c magazine black is built on the same lines, has the same fine working qualities. We have cover inks that cover. White that is white. Specify 1061 Red for the finest brilliant red ink made. Black Diamond News, cleanest news on the market.

National Printer-Journalist Directory

Of Reliable Houses in Ink, Paper, Type, Printing Machinery and Supplies, and Related Lines.

RATES: One line one year, three dollars; each additional line, two dollars: twenty-five cents a line single insertion.

Bookbinder's Leather and Cloth

GARNER THOMAS & Co., Mfr's., 181 William St., and 22 Spruce St., New York, N. Y.

Chalk Engraving Plates

HOKE ENGRAVING PLATE Co., 304 North Third St., St. Louis, Mo.

Folding Machinery

DEXTER FOLDER Co., 200 Fifth Ave., New York; 315 Dearborn St., Chicago; 185 Summer St., Boston. Factory, Pearl River, New York.

BROWN FOLDING MACHINE Co., Erie, Pa.

NATIONAL MACHINERY Co., Hartford, Conn.

Ink Manufacturers

THE QUEEN CITY PRINTING INK Co., Cincinnati; Chicago, Boston, Philadelphia.

SIGMUND ULLMAN Co., New York City, and Chicago, Ill.

THALMANN PRINTING INK Co., St. Louis, Mo. Branches—Chicago, Kansas City, Omaha, Dallas.

BUFFALO PRINTING INK Co., Buffalo, New York.

THE AULT & WIBORG Co., Cincinnati; New York, Chicago, St. Louis, Buffalo, etc.

F. E. OKIE Co., 124 Kenton Place, Philadelphia, Pa.

Brass Type

AMERICAN TYPE FOUNDERS Co. (See Type Founders.)

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BUCKNOR LINO-TYPEWRITER Co., Oakland, Cal. Typewriter and Linotype keyboard (for printers and Linotype operators). You've wanted it for years! Here it is! Cash or payments.

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AMERICAN TYPE FOUNDERS Co. (See Type Founders.)

CHANDLER & PRICE Co., Cleveland, Ohio

CHALLENGE MACHINERY Co. Factory, Grand Haven, Mich. Warehouse and salesrooms, 194-196 Fifth Ave., Chicago, Ill.

OSWEGO MACHINE WORKS, Oswego, N. Y. Cutters exclusively. The Oswego—The Brown & Carver—The Ontario.

PAUL SCHNIEDEWEND & Co., Chicago, Ill. Manufacturers Reliance Paper Cutters

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BUCKIE PRINTERS' ROLLER Co., Chicago, Ill.; Detroit, Mich.; St. Paul, Minn.

SAM'L BINGHAM'S SON MFG. Co., Chicago, Pittsburgh, St. Louis, Kansas City, Atlanta, Indianapolis, Minneapolis, Milwaukee, Dallas.

WILD & STEVENS, Incorporated. No. 5 Purchase St., Boston, Mass.

Rebuilt Printing—Bookbinding Machinery

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AMERICAN TYPE FOUNDERS Co. (See Type Founders.)

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THE CHANDLER & PRICE Co., Cleveland, Ohio. Mfrs. of the celebrated C. & P. Gordon Press.

BABCOCK PRINTING PRESS AND MANUFACTURING Co., THE, New London, Conn. Barnhart Bros. & Spindler, general western agents, 183-187 Monroe St., Chicago.

DUPLEX PRINTING PRESS Co., Battle Creek, Mich. Flat-bed perfecting presses.

MIEHLE PRINTING PRESS AND MANUFACTURING Co., main office and factory, 14th and Robey Sts., Chicago.

GOSS PRINTING PRESS Co., Sixteenth and Ashland Ave., Chicago, Manufacturers of newspaper perfecting presses and special rotary printing machinery.

C. B. COTTRELL & SONS, 41 Park Row, New York. 279 Dearborn St., Chicago, Ill.

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WALTER SCOTT & Co., Plainfield, N. J.

KEYSTONE TYPE FOUNDRY, Philadelphia, New York, Chicago, Detroit, Atlanta, San Francisco. Selling Agents for Cottrell Two-Revolution and Drum Cylinder Presses.

Job Printing Presses

AMERICAN TYPE FOUNDERS Co. (See Type Founders.)

Printing Machinery

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C. FRANK BOUGHTON, Successor to Van Allen & Boughton, 17-23 Rose Street, New York. Rebuilt Printing Presses of standard makes. I own what I offer for sale and guarantee efficiency. Illustrations and details will be furnished on application.

F. WESEL MANUFACTURING Co., 70-80 Cranberry St., Brooklyn, New York.

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THE ACME STAPLE MACHINE Co., 112 North Ninth St., Camden, N. J.

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WM. A. FORCE & COMPANY, INC. New York and Chicago. Numbering Machines of every description.

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GATCHEL & MANNING, 27-41 S. Sixth St., Philadelphia, Pa.

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E. S. HANSON, 925 Linden Ave., Wilmette, Ill. Cover all ordinary rules of style. Ten cents each; 3 for 25 cents.

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AMERICAN TYPE FOUNDERS Co., original designs, greatest output, most complete selection. Send to nearest house for latest type specimens. Houses—Boston, 270 Congress St.; New York, 2 Duane St.; Philadelphia, 17 S. Sixth St.; Baltimore, 215 Guilford Ave.; Richmond, 1320 E. Franklin St.; Buffalo, 45 N. Division St.; Pittsburgh, 323 Third Ave.; Cleveland, 15 St. Clair Ave., N. E.; Cincinnati, 646 Main St.; St. Louis, 23 S. Ninth St.; Chicago, 210 W. Monroe St.; Detroit, 43 W. Congress St.; Kansas City, 602 Delaware St.; Minneapolis, 419 Fourth St., So.; Denver, 1621 Blake St.; Dallas, 2024 Commerce St.; Los Angeles, 121 N. Broadway; San Francisco, 820 Mission St.; Portland, 92 Front St.; Spokane, 340 Sprague Ave.; Vancouver, 1086 Homer Ave.

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Completely Rebuilt and Modernized with

Intertype Improvements

WE have on hand a limited number of used Linotypes suitable for rebuilding into highly efficient single and multiple magazine machines. These are being reconstructed from the base up; all wearing parts have been replaced, and many valuable Intertype improvements have been added. Each machine is built up to the Intertype standard of quality and is guaranteed to be better than a new Linotype.

Rebuilt Machines $1200 Up

Completely Rebuilt and Modernized Single Magazine Machine, $1700
Completely Rebuilt and Modernized Two Magazine Machine, $2300

INTERTYPE

"The Acme of High Quality"

Model A, the Efficient Single Magazine Machine, $2150
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Write to Our Nearest Agency for Price of Parts Necessary to Change Your Single Magazine Linotype Into a Modern Two Magazine Machine

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INTERNATIONAL TYPESETTING MACHINE CO.

CHICAGO AGENCY: RAND-McNALLY BLDG.

C. D. Montgomery, Manager **CHICAGO, ILLINOIS**

NATIONAL PRINTER JOURNALIST

Vol. 32 CHICAGO, ILL. No. 8

A Model Issue and A Model Association
The Law, The Press and The Public
New Ideals

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Special Blacks For All Book and Magazine Printing

WE ARE THE CREATORS OF PERFECT WORKING ROTARY MAGAZINE BLACK

If you seek to obtain that smooth finish and lustre which gives individuality and character to all your printing

BUY ROOSEN'S INKS

H. D. ROOSEN COMPANY

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Branches in all principal cities

If these Labels look familiar it is because you are Buying Bond Paper *Right*

WHAT'S IN A NAME? It is what you put into the name—what the name stands for, that makes its worth. The names of "Butler Brands" of Bond papers are valuable, because the reputation of the quality each name represents is an inestimable asset. Such good old names as Brother Jonathan Bond, Policy Bond, National Bank Bond, Register Bond, Voucher Bond, etc., represent a fortune. The qualities they stand for are known over the length and breadth of the country—they are standardized—advertised—and as dependable all of the time, as Bond paper can be made under the most favorable conditions.

¶ Printers have been buying the same lines of us for years and years, because they have found that nothing better nor as satisfactory is obtainable, quality, service and price considered. They would just as soon be out of ink as their Brother Jonathan, National Bank, or such other "Butler Brands" as they specialize on.

¶ This is the condition we intend to perpetuate by putting the maximum of value into our papers and improving them every time an opportunity offers.

¶ It will be worth your while to inspect our line of Bond papers, and for this purpose we will gladly furnish an ample exhibit of samples. We have a Bond paper for every purpose from the lowest to the highest price. You will find them better values than you can obtain elsewhere. The chance to prove this is all we ask.

You can concentrate all of your Bond paper purchases on the Butler line with the result of an actual saving of money.

DISTRIBUTORS OF "BUTLER BRANDS"

Standard Paper Co. . . . . Milwaukee, Wis.
Missouri-Interstate Paper Co., Kansas City, Mo.
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Southwestern Paper Co. . . . . Houston, Texas
Pacific Coast Paper Co. . . . . San Francisco, Cal.
Sierra Paper Co. . . . . Los Angeles, Cal.
Central Michigan Paper Co., Grand Rapids, Mich.
Mutual Paper Co. . . . . Seattle, Wash.
Commercial Paper Co. . . . . New York City
American Type Founders Co. . . . Spokane, Wash.
National Paper & Type Co., (export only) N. Y. City
National Paper & Type Co. . . . . Havana, Cuba
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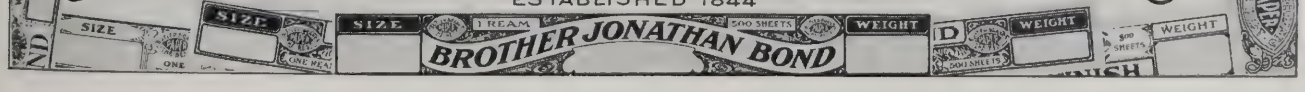
J·W·Butler Paper Company·Chicago

ESTABLISHED 1844



THE QUEEN CITY PRINTING INK CO.

CINCINNATI

BOSTON	KANSAS CITY	DETROIT
CHICAGO	MINNEAPOLIS	ROCHESTER
PHILADELPHIA	DALLAS	ST. PAUL

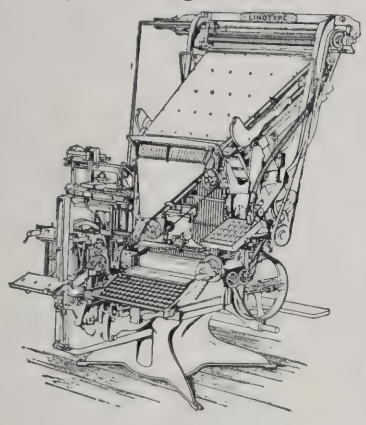
National Printer-Journalist

More Work and Better Work

Means greater efficiency and bigger profits.

Every improvement made on

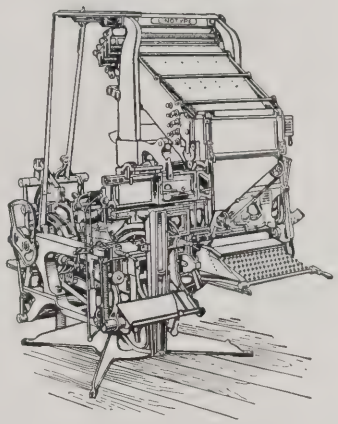
Quick Change Model 8



Three Magazine Linotype

MULTIPLE MAGAZINE LINOTYPES

Quick Change Model 9



Four Magazine Linotype

Saves time and increases earnings.

Of the various models of Linotypes there are some exactly suited to your work, no matter what it is. Tell us your requirements and we will prove the truth of what we say.

THE MULTIPLE LINOTYPE WAY IS THE MODERN WAY

All two-letter Linotypes are covered by patents having a number of years to run. No Linotype having two-letter matrices, multiple magazines, or the other improvements which place the present machine far ahead of the earlier models can be used without the consent of this company. Any person or persons counterfeiting or imitating our machinery, or using such goods, will be held strictly accountable in the courts

MERGENTHALER LINOTYPE COMPANY

Tribune Building, New York

CHICAGO 1100 S. Wabash Ave.

SAN FRANCISCO 638-646 Sacramento St.

NEW ORLEANS 549 Baronne St.

TORONTO: Canadian Linotype, Limited, 35 Lombard St.

RUSSIA, SWEDEN, NORWAY, HOLLAND, DENMARK — Mergenthaler Setzmaschinen-Fabrik, G.m.b.H., Berlin, Germany

BUENOS AIRES: Hoffman & Stocker
RIO JANEIRO: Emile Lambert
HAVANA (Cuba): National Paper and Type Co.
PORTO ALEGRE: (Brazil): Edwards, Cooper & Co.
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MELBOURNE, SIDNEY, WELLINGTON, MEXICO CITY — Parsons Trading Company
BOGOTA: (Colombia): Manuel M. Escobar
TOKIO: Teijiro Kurosawa

SOUTHERN EUROPE, AFRICA, AND THE FAR EAST: Linotype and Machinery, Limited, London, Eng.

Here Are a Few Barnes-Crosby Ideas Applied To Its Own Business

DURING the past year Barnes-Crosby Company has done more advertising than all the other engraving interests in the country put together.

In newspapers, magazines and by direct mailing of booklets and folders, it has succeeded in doing for itself just what it can do for you and for any man with something to sell.

The pictures which border this page show a part of the folders, portfolios and booklets which have been issued by Barnes-Crosby Company during the past year—to spread the message of good engraving and good illustrating to every advertiser in the country.

We have a small quantity of each of the booklets we have shown which will be sent to you upon the receipt of your request, written on your own letterhead.

Day and Night Service

Barnes-Crosby Company

E. W. HOUSER, President

Artists : Engravers : Catalog and Color Plate Makers

226 W. Madison St., Chicago 11th and Locust Sts., St. Louis

Branch Offices in Principal Cities

STANDARD HIGH SPEED AUTOMATIC JOB PRESS

THE JOB PRESS THAT AUTOMATICALLY PRINTS TWO SEPARATE JOBS AT THE SAME TIME

"STANDARD" PRESSES IN NEW YORK CITY

Acme Manifolding Co.
Adams & Grace
Adams & Grace
Arthur, Mountain & Co.
Boorum & Pease
Boschen & Wefer
Brieger Press
Brooklyn Daily Eagle
Brooklyn Daily Eagle
Brooklyn Daily Eagle
Brooklyn Daily Eagle
M. B. Brown Ptg. & Bdg. Co.
M. B. Brown Ptg. & Bdg. Co.
Clark Loose Leaf Mfg. Co.
Commercial Printing Co.
Commercial Printing Co.
Euclid Ptg. & Bdg. Co.
Euclid Ptg. & Bdg. Co.
Fleming & Benedict
Gibbs & Van Vleck
Hamilton Press
Herman & Brokaw
Home Talk Publishing Co.
Jaques & Co.
Jaques & Co.
L. Kehlman & Co.
Kienle Press
Lehmaier & Brothers
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J. C. & W. E. Powers
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Pyle-MacLaren Ptg. Co.
John C. Rankin Co.
John C. Rankin Co.
Roy Press
Roy Press
William E. Rudge
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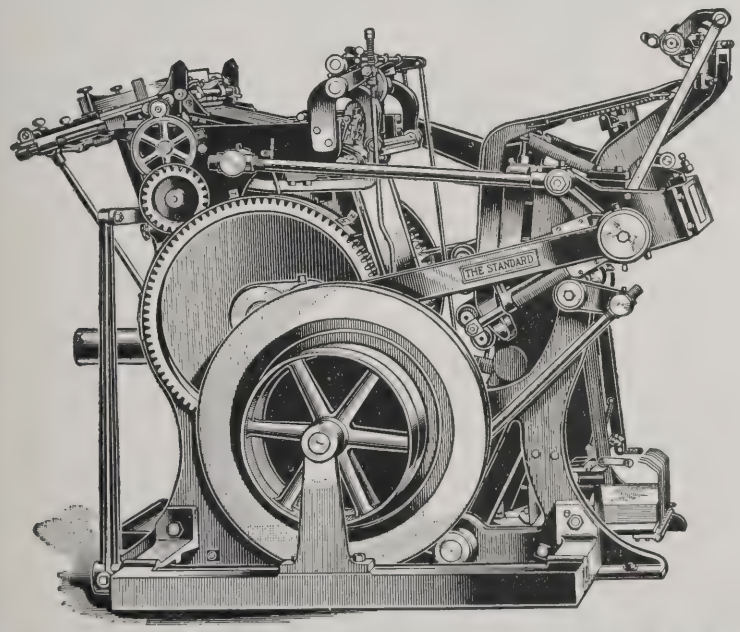
C. E. Sheppard Co.
C. E. Sheppard Co.
Louis Taterka
Louis Taterka
Trow Directory, Ptg. & Bdg. Co.
Walcutt Brothers Co.
John B. Watkins Co.

The fact that all these printers in New York City use the STANDARD HIGH-SPEED AUTOMATIC JOB PRESS is convincing proof of its superiority



Printers who are not familiar with this money-making machine are invited to write for particulars.

The STANDARD is available for short runs or long runs, as it takes no longer to make ready than on a hand-fed job press.

Two jobs of different sizes and different grades of stock can be automatically printed at one time at high speed.

WOOD & NATHAN COMPANY

Sole Selling Agent

STANDARD HIGH-SPEED AUTOMATIC JOB PRESS

1 Madison Avenue, New York

Johnsonized

Part of Machine Shop in "Home of Johnsonized Printing Machinery." Here is where new parts are made, gears, etc., all wear taken up, etc. Johnsonized machinery is guaranteed absolutely against all defects in material and workmanship. This shop is under direct supervision of one or more of the "Firm of Practical Men" at all times.

Tell us your requirements—we'll tell you honestly if there is a Johnsonized Machine that will do your work satisfactorily—THE SAVING WILL BE WORTH WHILE.

C. I. JOHNSON MFG. CO.

Hansen Diamond Nick Type

THE INDEPENDENT PRINTERS SUPPLY HOUSE

Saint Paul Minnesota

THIS ADV. SET IN HANSEN CASLON FULL FACE

HALF TONE RUNION BORDER

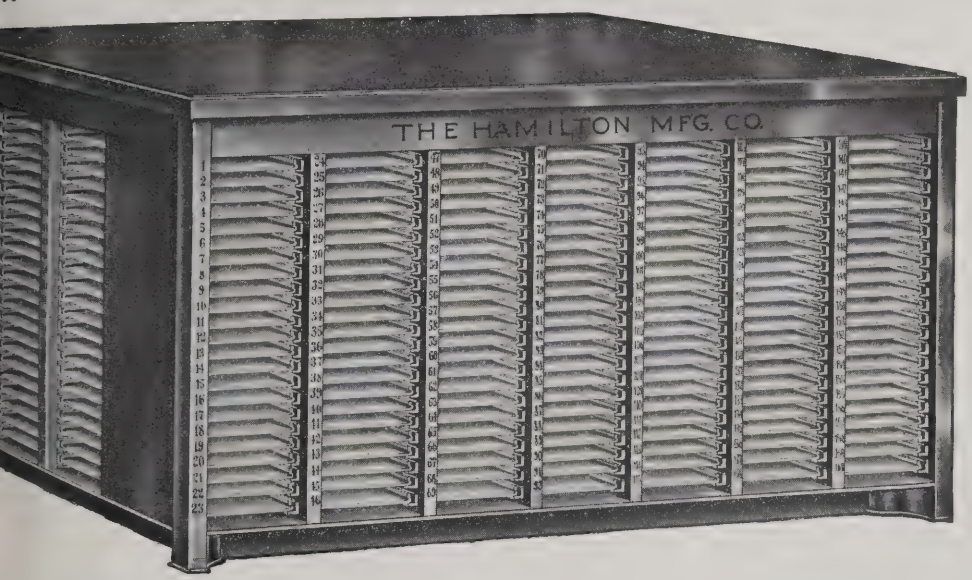
Conventionalized View of The Hamilton Mfg. Co.'s Main Manufacturing Plant at Two Rivers, Wisconsin.

From left to right
Warehouse, 1890
Pattern Building, 1890
Wood Type Factory, 1890
New Woodworking Factory
Erection Started 1914
Power Plant
Main Office, 1902
Woodworking Factory, 1902
Shipping Warehouse, 1906
Steel Furniture Plant, 1912
Total Floor Space, 500,000 Square Feet.
First Factory Erected, 1881, in Background.

In our last month's announcement we introduced a Unit Style Steel Galley Cabinet designed for economical storage of page matter in galleys. (The modern method.)

This month we offer a new Imposing Table with Iron Surface, arranged for the same purpose.

The ideas of progressive printers located over the entire civilized world are incorporated in our products. For thirty-three years we have been improving our line of composing-room equipment.



STEEL IMPOSING TABLE No. 723, WITH IRON SURFACE 51x75 INCHES

PRICE, $140.00 IRON SURFACE EXTRA

The table shown here gives an enormous storage capacity. On the floor it occupies less than 27 square feet and has a storage capacity of 353 square feet, including space provided by the iron top. It will hold 414 galleys, 8¾ x 13 inches inside. Each galley opening is numbered, making it extremely easy to keep a record of pages and to find them readily.

This table will save an immense amount of time and space in any plant. Ask your dealer to show it to you.

The dividends you will get from an investment of this kind will pay for the outlay in a single year. Let our expert call and prove it without expense to you.

THE HAMILTON MANUFACTURING CO.

Main Offices and Factories, TWO RIVERS, WIS. Eastern Office and Warehouse, RAHWAY, N. J.

HAMILTON GOODS ARE CARRIED IN STOCK AND SOLD BY ALL PROMINENT TYPEFOUNDERS AND DEALERS EVERYWHERE

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer

Up-To-Date Printers

Are interested in any machine that will advance present printing conditions.

THE SWINK PRESS

was designed with this purpose in view. It is the fastest, simplest, most rigid, durable, accurate and compact two-revolution cylinder press now built. Every claim we make for it is substantiated by its actual operation.

Let us send you our catalogue. It will tell you fully wherein the superiority of the SWINK exists.

THE SWINK PRINTING PRESS COMPANY

Factory and General Offices - - DELPHOS, OHIO

RAPID SERVICE BLACK

The very last thought and word in Half-tone Ink

A cylinder press ink of greatest efficiency.
Produces maximum density with minimum application.
Sets instantly—dries rapidly—requires no slip-sheeting.
Admits of printing, backing and delivery within a single day.

To render service, efficiently and rapidly s the mission of

RAPID SERVICE BLACK

Three qualities—$1.50 $1.00 .75 per lb. list

Subject to discount

THE JAENECKE PRINTING INK CO.

New York Chicago Philadelphia St. Louis

Pittsburg Detroit

STANLEY PROCESS TYPE METALS

flow like quicksilver

They make the sharpest, cleanest castings you ever saw and do not stick

You've tried others. Now try ours—we'll stand on your verdict. Send a trial order today.

PRICES FOR JUNE f. o. b. N. Y.

Linotype	7¼c	Stereotype . . .	7½c
Combination . . .	7¾c	Electrotype . . .	5½c
Nonpareil Monotype	10¾c	Standard Monotype	8¼c
Intertype .	7¼c		

Write for a handy paperweight free and let us put you on our monthly price-mailing list

Syracuse Smelting Works

147-153 Jewell St., New York City

Brooklyn Borough

A GOOD STAPLING MACHINE

Is a Convenience and an Economy in Every Printing Office.

ACME No. 6

PRICE $40.

It is an absolute necessity to every printing office that does not have a wire stitcher.

The Acme Binder No. 6

is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing offices. A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

The Acme leads them all and is for sale by Printers Supply Houses throughout the United States. For further and full particulars write

THE ACME STAPLE MACHINE CO.,

112 NORTH NINTH ST. - - - CAMDEN, N. J

Progress Typewriter Supply Co., Ltd., London, England, European Agents.

FRED'K H. LEVEY CO.

NEW YORK

MANUFACTURERS OF

HIGH GRADE

PRINTING INKS

WE make a specialty of Inks for Magazine and Catalogue work. *The Ladies' Home Journal, Saturday Evening Post, Scribners, McClures, Cosmopolitan, Woman's Home Companion, Strand, American, Frank Leslie's Publications, Review of Reviews,* and many others, are printed with Inks made by us. Our Colored Inks for Process Printing, both wet and dry, are pronounced by Expert Printers

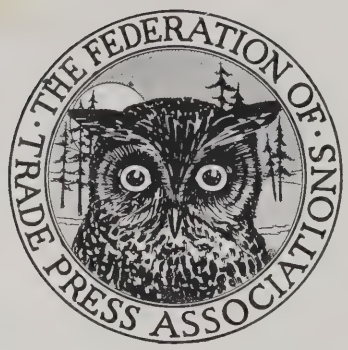
THE BEST MADE

FRED'K H. LEVEY, President — CHAS. BISPHAM LEVEY, Treasurer

CHAS. E. NEWTON, Vice-President — WM. S. BATE, Secretary

NEW YORK, 59 Beekman St. — CHICAGO, 505-7-9 S. LaSalle St.

SAN FRANCISCO, 345 Clay St. — SEATTLE, Armour Bldg.



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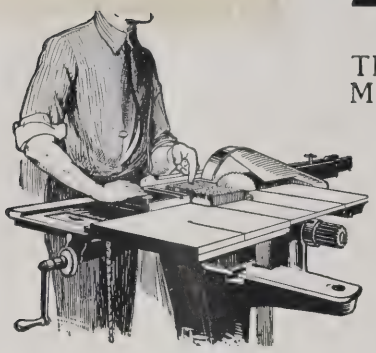

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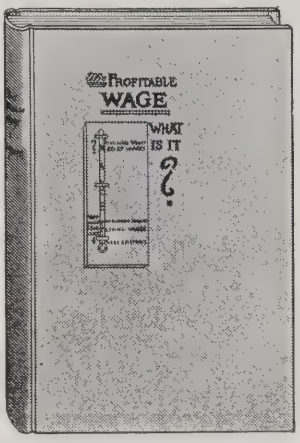

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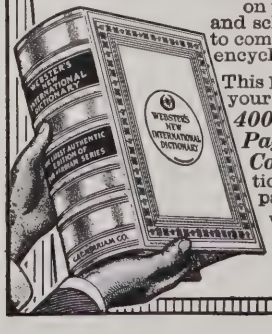

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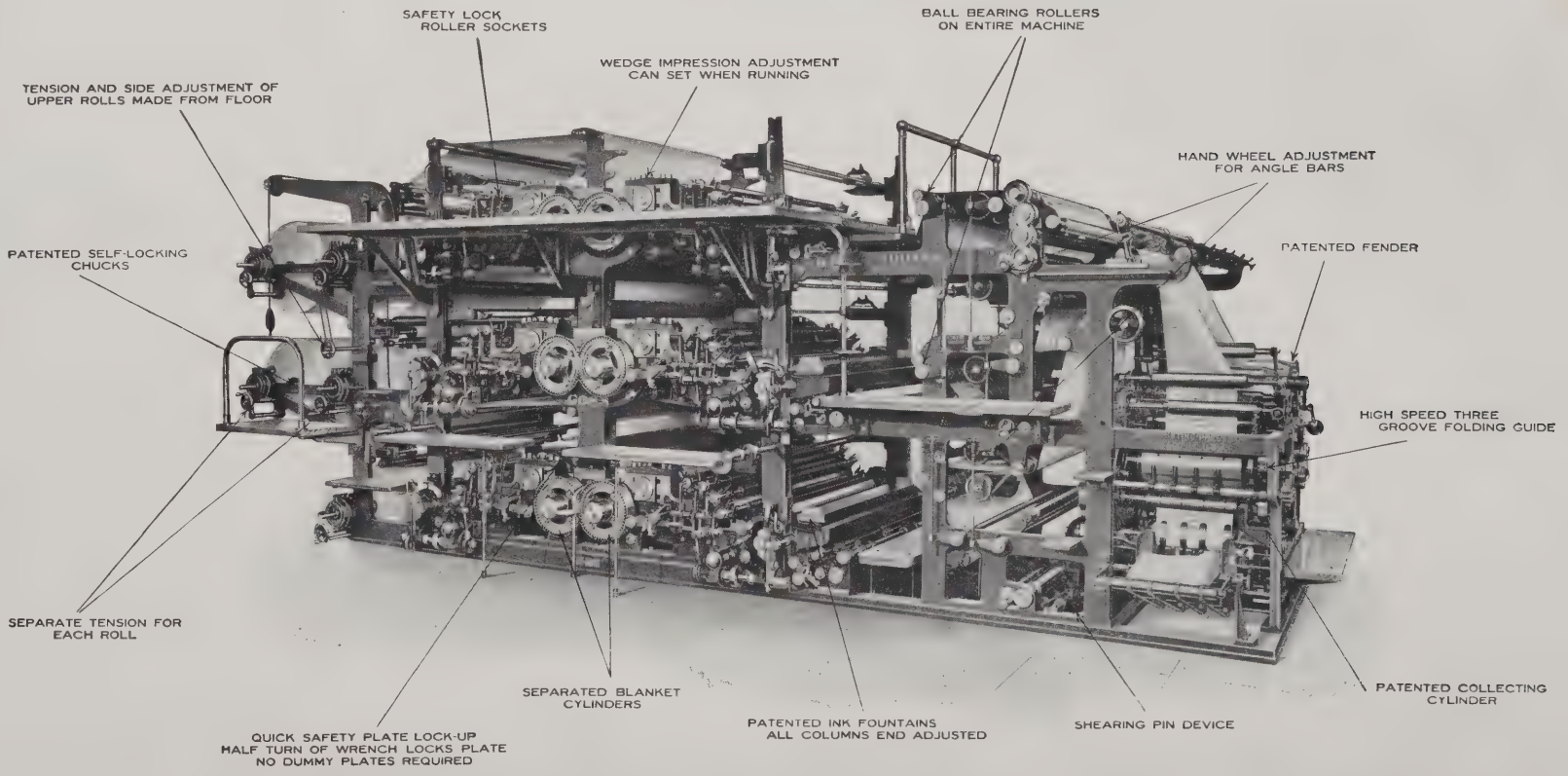
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National Printer-Journalist

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES
Volume Thirty-Two | Chicago, August, 1914 | Number Eight

The Law and the Press

A Consideration of Two Most Potent Factors in Civilization

LAW is necessary and the great logician, scholar, philosopher, publicist Paul, the Apostle, who was learned in state craft as well as in all that pertained to life, faith and righteousness, once wrote of law as "a schoolmaster" and again "as not made for the righteous man" and that "against those who live under and by the fruit of the Spirit that 'is love, joy, peace, long-suffering, gentleness, goodness, faith, meekness, temperance,' there is no law," or law is not necessary, does not touch or interfere with their upright lives of purity and service.

St. James speaks of "the perfect law of liberty" for him who looks into or understands and is "not a forgetful hearer but a doer," and "so speaks and does as to be judged by the law of liberty."

The ignorant and vicious need the schoolmaster or the law. It is a very simple thing to know the right and to do right. It is possible that there may be too much law, too many legal enactments that may confuse, if they do not mislead, and even stir up a feeling of opposition and foster a desire to violate the enactment.

There are more efficient teachers today than human made laws, that are looked upon more as means to compel performance than to teach righteousness. Among these more to be prized and more effective teachers are the great organizations of business and professional men; of the owners and managers of the trades, the industries, financial and commercial, altruistic, educational and religious institutions, as well as the pulpits and the all pervading free press, including newspapers, magazines, trade and technical journals and books treating of every man's right, interest and his relationship to his fellows, to business, and to the community, city and state.

In all lands where there is free government by the people, or by their chosen representatives, there is constant discussion as to how far laws may be wisely extended. Prohibition of the sale of intoxicating liquor has probably caused more discussion and more misunderstanding than has any other one subject of proposed legislation, yet no one can deny the evil effects of intemperance nor the injury caused thereby not only to those who drink and to their dependent families, but to every business where men of intemperate habits are employed, through losses and derangements, disappointments, delays, accidents and vexations resulting.

The question has reached a point where there is little argument as to the right of temperance or claims as to interference with personal liberty, but largely as to whether prohibition will prohibit or is the best means of doing away with the evil of drink, which is no longer considered a mere question of morality of the individual, but of the personal safety, the property rights and wellbeing of others, and the protection of the community.

The editor of a leading liquor journal in Chicago, who has been raised in the idea and unquestioned belief of the need and usefulness of spirituous liquors, boldly, and in what he believes to be their interests, charges the saloonkeepers, his subscribers and readers, with

being responsible for radical temperance legislation by the manner in which they conduct their business in disregard of morals and law, and in a way injurious to their own customers and to the community.

The evils of the traffic must be removed or the traffic must be prohibited. Whether the evils are necessarily inherent in the business is another question. These thoughts have been suggested by an article in the Daily Journal of Ottawa, Canada, where prohibition has become an insistent issue before election. The following extract indicates the paper's stand, as to the wisdom of the proposed legislation:

The Journal believes that prohibition is coming in Ontario. But it will not, and cannot be permanently established until the soil is thoroughly prepared for it. We do not think that to "abolish the bar" at the present juncture would be to hasten prohibition along. If the history of human government teaches anything, if the efforts of reformers emphasize one thing more than any other, it is that morals cannot be legislated into the people. It is impossible to regulate the standard of public morality entirely by statute. While the "abolish the bar" policy might work infinite good in certain sections of the province, it might work infinite harm in others. And while temperance men of all classes can unite to advance the cause they have at heart by the weapon of Local Option, we do not think it the part of wisdom to experiment with a new policy just now. Sir James Whitney has done much for the cause of temperance. Great good men have testified to that fact, and results speak for themselves. He will continue, in his own words, to "strain every effort to minimize the evil." Let us not retard the cause which men of all classes and creeds have at heart by deserting a policy that has brought results for a policy that is but an experiment.

In times past the editor of this journal has held, propounded and urged such ideas. The question arises whether or not the people profiting by the traffic, or those who, through indulgence, are injuring themselves, their families, their employers, their associates in business and the community, can ever be successfully taught except by the law as a schoolmaster.

However, as editor of a paper intended to aid and, in a measure, to instruct the newspaper press, it is not intended to go into the discussion of the question involved, except so far as it touches the interests and duties of the press. It is the privilege, the duty and the part of business wisdom and good policy, for every newspaper to stand for the best and highest interest and the permanent welfare of the community and of each individual and all the people reached or served, either as readers or advertisers. This is self evident.

There are, at times, seemingly conflicting interests, but the temporary or individual must ever be subordinated to the higher, permanent, general good. The newspaper must, above all things, be sincere, candid, fair, unprejudiced, broad, sober, considerate, above self-interest, narrowness or prejudice but ever earnest, and there will be nothing to fear from any source worthy of consideration.

Men may differ from the paper but they will never cease to respect it, as a noble fighter, for honest principles of right and honest views as to the best and enduring welfare of the community and all worthy members thereof.

Tyrannical, overbearing, self assertive dictation is ever to be avoided, as well as that of which the Canadian editor complains in the opening article from which quotation has been made, that is "hysterical appeals," "frenzied shouting."

The Ottawa Journal furnishes a pretty good example of proper treatment in the following:

The public should not be diverted from a careful examination of all the issues and considerations that should guide them. The Journal has no desire to minimize the importance of the "abolish the bar" policy. With the principle underlying it, this newspaper has every sympathy. The Journal hopes to see the time when public opinion will demand and support the total abolition of the liquor traffic throughout the whole of Canada. But we do not believe that Mr. Rowell's policy is one Ontario can wisely adopt at the present time. Rather are we inclined to the belief that it might tend to dam the stream of temperance reform in this province. Men who have made a long and careful study of the temperance question and temperance legislation, tell us that unless restrictions of the liquor traffic are upheld by sound, intelligent public opinion they very often defeat their own object. The history of the Scott Act in this and other provinces of the Dominion adds strength to this belief. Throughout Canada today there are many communities where the liquor traffic is flourishing, that once were under the Scott Act. Without the support of the majority of the people, the law was held in contempt, disregarded, not enforced, and finally discarded altogether to the great hindrance of temperance progress.

Here is perfect candor without any sacrifice of or apology for principles held uncompromisingly for the highest good. To teach is the duty of the press and that fearlessly and uncompromisingly, yet in all soberness or moderation, so as to convince the reason and win the heart. There is much more to newspaper making than is included in good writing, in the gathering of news and the effective telling and exploiting of news stories. The newspaper has opportunity and obligation above that of law makers or the law and the courts. In the seizing of that high opportunity and in the performance of its duty the newspaper must not be misled by specious apologies or excuses for wrongs, through claims of personal rights or liberties. Anything that fosters criminality or breeds

poverty, crime and insanity, increases taxation, brings woes, sickness and death, need not to be treated merely as a moral question with which the public, the laws and the courts can not deal, but still it can be treated with wisdom, fairness and charity, with a view to showing the evils, informing, convincing and directing public opinion, while doing no violence or injustice to anyone.

* * *

Reasons for the New Potency of Home Papers

The New York State Press Association was so wise in the selection of a president last year that for the first time in the history of the organization for many decades a unanimous re-election was given to a retiring president. The secret of the success of his administration, as well as his personal popularity, may be explained not alone by his sterling good qualities and executive ability, but by the very important fact that his heart is in his work and he is proud of his calling.

Interest and pride in one's work give enthusiasm and bring success. In an address delivered by him before the Western New York Newspaper Publishers' Association, this model president of the N. Y. P. A., as reported in the American Press, addressing his fellow newspaper workers as "friends," declared, in part:

We should all be proud of our calling—proud of the opportunity we have to render real service to the public. There never was a time when the editor of local newspapers stood so high and when such papers were such potent factors with the people as at the present time. There are many reasons for this.

First.—The editors of the local newspapers have become wise. They have learned that in order to be respected they must first respect themselves. They have learned that they cannot respect themselves unless they conduct their business on business principles and make a sufficient profit to raise them to the level of other business men in their community. They have learned to—

Look upon that day lost
  Whose low descending sun
Sees goods sold under cost
  And business done for fun.

This is one of the reasons that the business of the local newspaper has constantly improved and has been placed upon a higher level and that the editors have risen to power and prestige in every community.

Public Appreciates Change

Second.—The people are fast discovering that the local editors are becoming more intelligent, better business men and more important factors in the political and business world. Not only this, but the people have also discovered the local newspapers, as a rule, are clean and reliable and are a safe and trustworthy guide on matters in which they assume to lead.

Third.—The local merchants in every town are beginning to learn that the only way that they can hold their trade against outside competition—against the mail order houses—is to advertise more in the local newspapers. They are being forced to adopt the new progressive methods of their larger and more masterful competitors. The local merchants are beginning to study the needs of the community and the wants of their customers, and they are beginning to appreciate the necessity of supplying those wants. The intelligent and enterprising local merchant has discovered that when he has a call for certain articles it is high time that he placed them in his store and furnished the people with what they want. This makes it necessary for him when he puts in a new line to advertise more and bring to the attention of the community the fact that he has changed his method of business, that he is putting in a new stock and that he is trying to conduct a complete and up-to-date store for the purpose of supplying the larger needs of the people.

Fourth.—The nearby city merchants who are enterprising and who appreciate the value of advertising have ascertained that the local newspaper is the best advertising medium in the world, because it comes in closer touch with the people and has their confidence to a greater degree than any other advertising medium. For

The Successful Bidder—What Did I Forget

this reason the enterprising city merchants are beginning to invest some of their advertising money where it will do the most good.

Fifth.—The national advertisers of the country who have been patronizing the sensational newspapers and muck-rake magazines have lately discovered that to sandwich their advertising in the pages of these periodicals which teem with scandal and trashy fiction and which are read only by the light headed with empty pocketbooks is a waste of money. Therefore the national advertisers are now withdrawing their patronage from this class of periodicals because they have become disgusted with the indiscriminate war that these muck-rakers have been waging upon all kinds of business.

The intelligent advertiser has finally had the idea percolate through his mind that it is impossible to kill business and retain prosperity. The national advertisers therefore are now looking for a better and more reliable medium in which to advertise. This can be found in the country weekly newspaper, in the paper that is the fireside companion in every home and the conservator of intelligence, virtue and progress in every community.

These are some of the reasons why the influence and power of the local newspaper are constantly rising and that its field of usefulness is rapidly expanding.

The Getting Together of Mankind

The Associated Advertising Clubs of America became, at the Toronto convention, the Associated Advertising Clubs of the World. Now mankind should inaugurate the Citizen Conservators of the World. Business, through the diffusion of knowledge and the improvement of transportation—conveniences as to extent, facilities, cheapness, speed and safety—has become world-wide. Trade is an important and, under the newly declared principles of honesty and service, a great uplifting evangelizing force, but men and women, all human beings, are still more important and all the world should be united through round tables or family circles that reach and include each and then through association of the subordinate branches embrace all for practical helpfulness and uplifting in all things that touch life, better living and the conservation of health, wealth, comfort, independence, intellectual advancement, equal justice and righteousness.

Proper advertising will accomplish this and the world press is the Archimedean lever of the advertising agency. Members of the home, household, the different families, communities, villages, cities, counties, states and nations have not been, during the past ages, in sufficiently close touch and understanding. Rivalry, jealousy, envy and short-sighted, individual selfishness, founded on ignorance, have kept all human beings apart, without understanding, confidence or love, battling with or against each other, striving to take away from the other, instead of helpfully and intelligently working together for the promoting, producing and conserving those agencies, forces and things that would bring abundance, advancement and highest good for each and all and bring about goodwill among all men, peace, plenty and happiness.

Officers of the Ad. Clubs of the World

Charles Frederick Higham, of London, England, in speaking before this convention dealt with a mighty truth and paid the highest possible compliment to the workers in the Associated Advertising Clubs when he declared:

"American advertising men have taught the world that isolation of the individual does not pay, and that it is only by the intermingling of men and the interchange of thoughts that men, streets, cities and nations grow."

The absolute brotherhood of men in mutual interest, dependence and well-being is becoming the universally recognized truth as relates to all material interests, all business, commerce, all trades, industries and callings. It is

an eternal truth founded in the very nature of things. It is the common law of human well-being and progress.

As Chief Justice Story wrote in his "Equity Jurisprudence" in speaking of the universality of law: "It is from God and, like Him, is everywhere. Before all, in all, above all, it reigns over matter and mind alike"—over every human relationship, interest and effort.

The movement for honest, truthful, clean advertising is a movement for the good of both the advertisers and the purchasers, and advertising becomes an obligatory and useful service as well as the promoter of business and prosperity.

* * *

Reputable Physicians Should Advertise

One of the ethical questions discussed at the American Medical Association Convention last month at Atlantic City, N. J., was that of removing the ban against advertising by the reputable members of the healing art. In treating of this matter, the Indianapolis, Ind., Star states:

A few years ago such a subject could not have been temperately discussed before this association. But archaic prejudice seems to be disappearing and doctors are beginning to think that there is no sane reason why they should not advertise the fact that they practice, and where they are to be found.

For much of this change in opinion among reputable physicians, curiously enough, the quack and the charlatan are responsible. The code of ethics which forbids a physician to advertise himself was adopted very largely as a means of distinguishing the dignified and altogether worthy members of the healing profession from those blatant practitioners whose claims to cure all diseases and whose reports of marvelous success were heralded in paid advertisements in the public press.

It has been said that we Americans are a nation of hypochondriacs. We are all willing to believe that we have something the matter with us; most of us are willing to try any nostrum or supposed cure if the claims made for it are only repeated often enough and loud enough. No country in the world has proved so profitable a market for so-called patent medicines as this, and it is the advertisement that has sold every one of them.

As a matter of fact, it is the duty of reputable physicians to combat, so far as they may, the patent medicine and self-dosing habit by breaking down the barrier of conservatism which has proved utterly inadequate and by doing some advertising themselves. The science of medicine is a live science; new discoveries are being made every day and, though as a matter of news, the public press seeks to keep the people informed, there is no reason why these news items should not be supplemented by dignified and conservative advertisements by the physicians themselves. It is only through the medium of advertising that the doctors can let the sufferers know just how far they are in a position to help them; they need the aid of advertisements in the newspapers, and so do the people who need the help of physicians. It is sincerely to be hoped that, after a full and free discussion of this matter by the American Medical Association, the old barriers may be removed and physicians in whom we have confidence may be allowed to fight the charlatans on their own ground.

* * *

"In Peace Prepare for More Peace"

In commemoration of a hundred years of peace a meeting was held at Massey Hall, Toronto, by the members of the Associated Advertising Clubs of America, now of the World, which change came in no small part as a result of this meeting.

One of the most stirring and effective addresses was by Dr. J. H. MacDonald, Managing Editor of the Toronto Globe. He reviewed the attainments of the United States and Canada and added:

But the greatest thing of all is the joint achievement of these two English-speaking nations of North America. That supreme achievement which North America can show the world is an international boundary line between two nations across which in a hundred years neither nation ever once launched a hostile army or fired a hostile gun. Think of that achievement! A thousand miles up the mighty St. Lawrence, a thousand miles over inland seas, a thousand miles across the open prairie, a thousand miles over a sea of mountains—four thousand miles where nation meets nation and sovereignty meets sovereignty but never a fortress, never a battleship, never a gun, never a sentinel on guard—four thousand miles of civilized and Christian-America's greatest achievement.

A civilized international boundary is North America's achievement because the United States and Canada have learned that the happiness of each is bound up in the prosperity of both. In agriculture, in industry, in trade, in finance, in social betterment, in political progress, one country cannot lose without loss to the other and the gain of one is the other's gain, too. In state and in church their governments are separate, but in their message and in their obligation to the world, the United States and Canada are one.

The unwavering message of this unique international convention of business publicity is this: "In peace prepare for more peace."

Sir Edmund Walker said it was a splendid thing to celebrate one hundred years of peace between the greatest empire and the greatest republic in the world. (Cheers). Peace had made these two governments leaders of the world in civilization, had taught them the rights of subject peoples, and had made them leaders in industry.

Referring to the peace celebrations to be held next year, Sir Edmund said there was no great value in the fact that the two nations had not been at war if they did not write in letters of gold upon the history of the

two English-speaking peoples that war was no longer possible, and that peace had been established as an enduring thing that should last forever.

Then let the slogan of the press and of all the people from now on be, not "In peace prepare for war," but "In peace prepare for enduring peace." The adoption of such a motto will have a vastly beneficial influence and power.

By the way, a thought comes right here. Why can the advertisers gather in conventions with from four to six thousand of enthusiastic members in attendance and take the lead in all matters that pertain to general progress and to the improvement and uplifting of publicity, and send a thrill of hope and new aspiration around the world, while newspaper editors and publishers who give advertisers their means for accomplishment and who deal in and live by advertising, can only muster a few hundred and win little attention even in their own publications?

Such a condition is a shame and a disgrace to the press. Let it be remedied by the awakening of a new spirit.

Significance of the Ad. Club Movement

By GEORGE W. COLEMAN.
Former President, Associated Ad. Clubs of America.

OFFICERS OF THE TORONTO AD CLUB

J. D. ACKHAM, Vice-President

W. G. BOOK, President

H. M. TIDMAN, Vice-President

E. L. DYER, Chairman, Vigilance Committee.

THOMAS H. WIRBY, Chairman, Membership Committee

F. G. MORAY, Honorary Secretary.

W. McDERMID,

Address of Past President Coleman, with Portraits of the Officers of the Toronto Club, from Toronto Globe

IDEAS FOR PROGRESSIVE TYPOGRAPHERS AND COMPOSITORS' ROUND TABLE

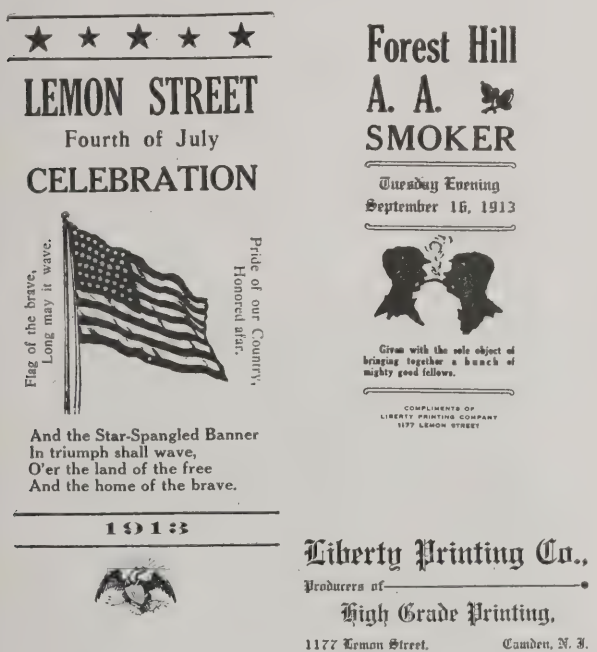
IDEAS FROM THE OLD MASTER PRINTERS

Address communications and samples for this department to Slug Seven, care of National Printer-Journalist, 4620 Ravenswood Ave., Chicago, Ill.

AN idea (No. 1) applicable not only to the Fourth of July, but also to many other fixed and movable feasts (and also to semi-occasional feasts, such as smokers) lies in the paper badges, in beautiful red, white and blue, sent me by Mr. Dressler of the Liberty Printing Company, Camden, N. J. The smoker badge is on mottled stock—why not on smoke gray?

How the Old Printers Help the New

Longfellow spoke of "the elder days of Art." There were such days in Printing's Book of Days. The newer leaves of the Art Day-



No. 1

Book are ruled after the plan of times when the old masters breathed full life into inchoate forms.

There was a period—the first half of the nineteenth century, to be fairly exact—when Art and Printing met as strangers, save in rare instances, such as when company came for supper. But in THE century, as well as the Century, Art and Printing dwell together in what Tennyson called "the light of double day," whatever that means, though possibly he wrote it "Doubleday."

Today Art in Typography is highly appreciated by many. Best of all—for the artist-typographer is worthy of his hire—it is appreciated by those willing and able to pay for it—so much so, forsooth, that it is highly profitable to that good citizen of an awakened world—especially if he has awakened to the need of a cost system that is fair to himself and to the customer.

The reason that there is more inartistic printing done in this age than ever before is not because the age is inartistic, but because there is more printing done at present than in any other period which the arts of Story-telling and of Printing have recorded. It is very probable that this period, now that it is started so satisfactorily, will develop into an epoch when artistic printing will be generally looked on with the favor that is its due. Its advantages over inartistic printing, as a utilitarian as well as an aesthetic force, are so evidently evident that it is very likely that we are living, we are dwelling in the Golden Age of Typography, which will be a multi-millennium. But its beginning was in earlier days, and the seedling of the masters of this season of enthusiasm was not winter-killed in the period in which art printing, based on the spontaneous efforts of their genius, was finding itself. The plant has now burst into bud, and in some cases into blossom. Its blooms are perennial.

The earlier printers—who worked in days when Art was more generally diffused throughout artistic callings—evoked a typography in keeping not only with that age, but with any age of Art. Printing such as done by some of the old masters will never lose its charm, and

neither will the general formation of the type made by the old typefounders. Shakespeare will always be read, and his plays will always draw, until there shall come other Shakespeares. And how can that be—as a boy friend of mine complained concerning his older brother's composition writing—he has used up all the subjects. And he did it well, too. How he could write—but then, how the ancient printers could print!

Practical writers of this age recommend a study of the works of Shakespeare and of authors much farther back in the history of literature as invaluable not only to writers, but to all who would learn to appreciate good writing. And so practical printers are educating the public to good printing by making them acquainted with the art of the masters of its early days, through reproducing their work, by imitating it, and by patterning upon it. The imitators have an easier task and a more thankful job than the writer who would seek to imitate Shakespeare—in fact, they are looked on with much more favor than imitators in other lines of Art would be. A printer is doing real service to Art if he "swipes" some idea from an early printer, using his exact style in connection with a modern message. But he must swipe it artistically. He must use it in a manner really appropriate to this period as to other times. And he has to exercise judgment and taste in using such a style for the proper piece of work, where it will be really appropriate and pleasing.

Many of the old styles, which the old printers used for any old kind of printing they did, are especially advisable for modern work of a certain kind—work for churches, et cetera—while they would be somewhat out of keeping with some varieties of commercial work. Some of the dainty designs of old typographers lend themselves to the advertising of goods whose own daintiness forms a special appeal. We are running into the publicity idea of typography now, but how can we avoid it in any considerable discussion of any kind of modern typography? And why should we want to avoid it? Printing is the biggest factor in modern publicity, and it in turn is one of the greatest forces in trade —and as to trade, where would modern civilization be if it were not for modern commerce?

The printer is the father of our present-day civilization.

But there's plenty of work to be done yet, before we are thoroughly civilized. Come, father, get busy!

A Memorial to Old Masters by New

Some time ago I received a wonderful little book with these words on the cover and the title page, appropriately displayed in various sizes of Elzevir:

THE
COUNTRY LIFE
PRESS
Garden City, New York
ITS GARDEN
ITS HOME
ITS SUN DIAL
Published for the friends of
Doubleday, Page & Co.
MCMXIII

The book tells of the wonderfully fine home of the press; on a crescent-shaped piece of

The Dial in the Country Life Press Grounds

ground a full half-mile in length, whence it moved from the Great White Way of New York, which was an incongruous place from

A Close View of the Dial

which to issue such a publication as Country Life in America. It would take more space

than is allotted me to do justice to the description of the beautiful garden and home of the Country Life Press. I should like to show the entire book, with its fine halftones and the rare description of the manifold beauties of the printers have been so frequently treated in all the departments of the National Printer-Journalist. It was finally decided that this table should be made in the form of a sun dial to be placed in the garden.

THE COUNTRY LIFE PRESS

The Dial was planned to cover only the first century of the Art of Printing (1455–1555) from Gutenberg to Plantin; Gutenberg, who used no mark, being represented by his famous Bible.

THE FACE OF THE DIAL

The marks selected were chosen as being the first to appear in each of the several countries into which the Art of Printing made its way at a very early date, or because of the distinguished place attained by the printer, either by reason of exceptional skill as a printer, or because of some other successful achievement.

Owing to the variation in the size as well as the character of the marks they

1a

THE COUNTRY LIFE PRESS

were so arranged as to secure a harmonious and well balanced design, the chronological order being disregarded except as to the first and last.

Counting from the noon hour, they are arranged in the following order:

I FUST & SCHOEFFER, 1457

Fust & Schoeffer were the successors of Gutenberg and printers of the "Psalter of 1457." This book, at least as rare as the Bible of Forty-two Lines, is the first book in which a printer's mark appeared, and the first book bearing a printed date.

II. BERNARDINUS DE VITALIBUS, 1494

This device is more decorative and more carefully engraved than most of the marks of the time. It was taken from an edition of Cæsar's Commentaries, printed at Venice in 1517 from Roman types (similar to those used by Jenson)

III HANS & PAUL HURUS, 1488

This mark has the distinction of being the first Spanish printer's mark. The brothers Hurus were associated together in Saragossa from 1488 until 1490, and it was in an edition of the "Royal Or-

1b

THE COUNTRY LIFE PRESS

dinances of Castille," printed by them in Saragossa in 1490, that the mark first appeared.

IV ALDUS, 1494

Not only as printer, but as editor and publisher, Aldus Manutius stands pre-eminent among Italian printers His works are to be found in innumerable libraries to-day, and his mark of the anchor and dolphin, known throughout the world, has been adopted in varying form, by many printers, from his own time to the present day. Pickering used it with the legend, "Aldi Anglus Discip."

Aldus's attainments were such that he gained the friendship of the ablest scholars of his time, who aided him in his work; and he also numbered among his friends Jean Grolier — one of the greatest patrons of printing and binding.

It was Aldus who gave to the world that distinctive type — now known as Italic — which was fashioned after the beautifully formed characters of the handwriting of the poet Petrarch.

Although Aldus began printing in 1494, his mark was not adopted until 1502. Many authorities claim that the

1c

place, but the portion most germane to this department, though you might not think so at first, is that which tells of the sun-dial.

An article by Walter Gilliss tells how a representative of Doubleday, Page & Company

THE COUNTRY LIFE PRESS

mark first appeared in the "Statius" of 1502, the imprint of which reads:

VENETIIS IN AEDIBUS
ALDE MENDE AV
GUSTO M DII

Aldus died in 1515, in comparative poverty. Mr. De Vinne says of him, "he had the money-getting but not the money-keeping faculty. Whether he sold folios at high price or octavos at low price, the result was the same. Directly or indirectly, he gave to the book buyer quite as much as he received."

V JENSON, 1471

One of the most noted of the Venetian printers, and the first to use Roman types was Nicolas Jenson.

The Jenson mark, a sphere surmounted by a double cross, which has been interpreted to symbolize the world and its Christian rulership, was often used throughout Italy subsequent to its adoption by him. The writer has, in fact, found upward of seventy variations of the Jenson mark which were used in Italy between 1481 and 1525 — in many cases the initials of the printer appearing within the circle.

1d

In casting about for a central feature for the dial nothing seemed so fitting as an open book, and of books there seemed to be but one to be desired above all others—the Bible of Forty-two Lines, printed by Gutenberg at Mainz in

THE COUNTRY LIFE PRESS

The double cross is also found in some Spanish, French, and other marks.

VI. CAXTON, 1477

William Caxton, the first and greatest of the English printers exercised his art at Westminster, 1477–1491. He was born about 1422, was apprenticed to a merchant and afterward went to Bruges.

From a little volume entitled "The Story of Books," by Gertrude Burford Rawlings, I quote: "Where Caxton gained his knowledge of printing is a matter of dispute. Mr. Blades holds that he was taught by Colard Mansion, the first printer of Bruges, others that he learned at Cologne."

The first book printed by Caxton, probably at Bruges, is "The Recuyell of the Historyes of Troye," about 1475, and it is the first book printed in the English language, and was followed by "Ye Game and Playe of Chesse," now thought to have been printed at Bruges.

Caxton returned to England about 1476. He began to print at Westminster in 1477, but it was not until later that he used a mark. Roberts, claims that it was first used about Christmas, 1489,

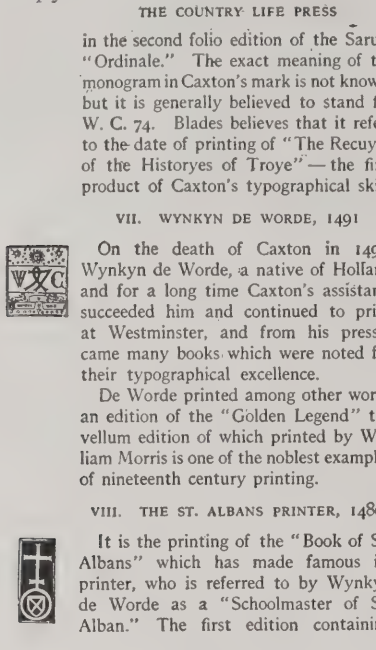
1e

called on him with an expression of these printers' desire that a table be designed bearing the marks of the early printers—those so-called "work marks" whose use by modern

1455; a book pre-eminent not only because "the Book of Books," but by reason of its being the first printed book, and one which, after nearly half a thousand years, with its noble

type, ample margins and brilliant black ink, stands out as one of the best examples of book-making in existence today.

The particular copy of the Bible from which


THE COUNTRY LIFE PRESS

in the second folio edition of the Sarum "Ordinale." The exact meaning of the monogram in Caxton's mark is not known, but it is generally believed to stand for W. C. 74. Blades believes that it refers to the date of printing of "The Recuyell of the Historyes of Troye" — the first product of Caxton's typographical skill.

VII. WYNKYN DE WORDE, 1491

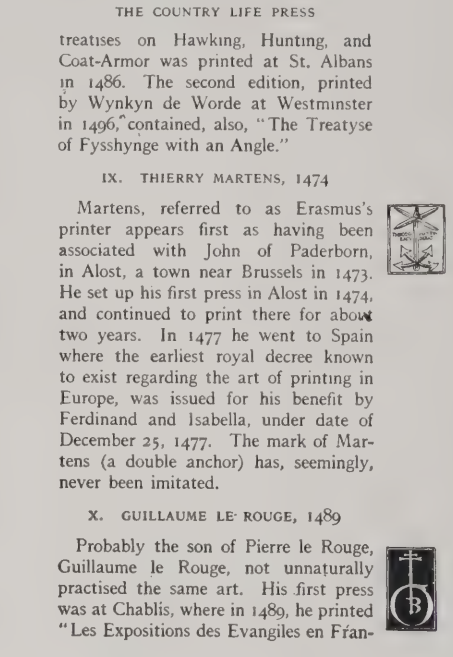
On the death of Caxton in 1491, Wynkyn de Worde, a native of Holland and for a long time Caxton's assistant, succeeded him and continued to print at Westminster, and from his presses came many books which were noted for their typographical excellence.

De Worde printed among other works an edition of the "Golden Legend" the vellum edition of which printed by William Morris is one of the noblest examples of nineteenth century printing.

VIII. THE ST. ALBANS PRINTER, 1480

It is the printing of the "Book of St. Albans" which has made famous its printer, who is referred to by Wynkyn de Worde as a "Schoolmaster of St. Alban." The first edition containing

1f


THE COUNTRY LIFE PRESS

treatises on Hawking, Hunting, and Coat-Armor was printed at St. Albans in 1486. The second edition, printed by Wynkyn de Worde at Westminster in 1496, contained, also, "The Treatyse of Fysshynge with an Angle."

IX. THIERRY MARTENS, 1474

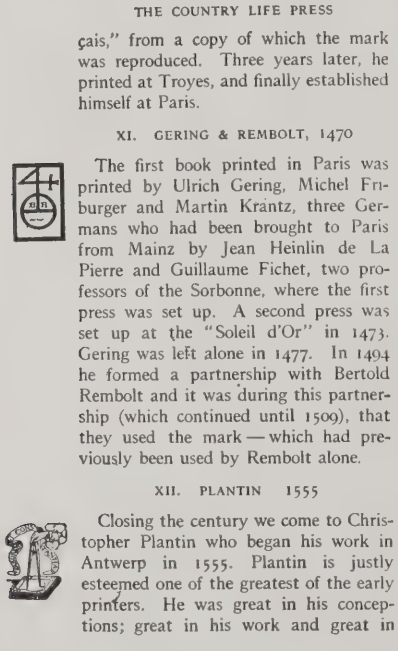
Martens, referred to as Erasmus's printer appears first as having been associated with John of Paderborn, in Alost, a town near Brussels in 1473. He set up his first press in Alost in 1474, and continued to print there for about two years. In 1477 he went to Spain where the earliest royal decree known to exist regarding the art of printing in Europe, was issued for his benefit by Ferdinand and Isabella, under date of December 25, 1477. The mark of Martens (a double anchor) has, seemingly, never been imitated.

X. GUILLAUME LE ROUGE, 1489

Probably the son of Pierre le Rouge, Guillaume le Rouge, not unnaturally practised the same art. His first press was at Chablis, where in 1489, he printed "Les Expositions des Evangiles en Fran-

1g

Mr. Gilliss made a reproduction the exact size of the book was a vellum copy that was acquired by Henry E. Huntington at the sale of


THE COUNTRY LIFE PRESS

çais," from a copy of which the mark was reproduced. Three years later, he printed at Troyes, and finally established himself at Paris.

XI. GERING & REMBOLT, 1470

The first book printed in Paris was printed by Ulrich Gering, Michel Friburger and Martin Krantz, three Germans who had been brought to Paris from Mainz by Jean Heinlin de La Pierre and Guillaume Fichet, two professors of the Sorbonne, where the first press was set up. A second press was set up at the "Soleil d'Or" in 1473. Gering was left alone in 1477. In 1494 he formed a partnership with Bertold Rembolt and it was during this partnership (which continued until 1509), that they used the mark — which had previously been used by Rembolt alone.

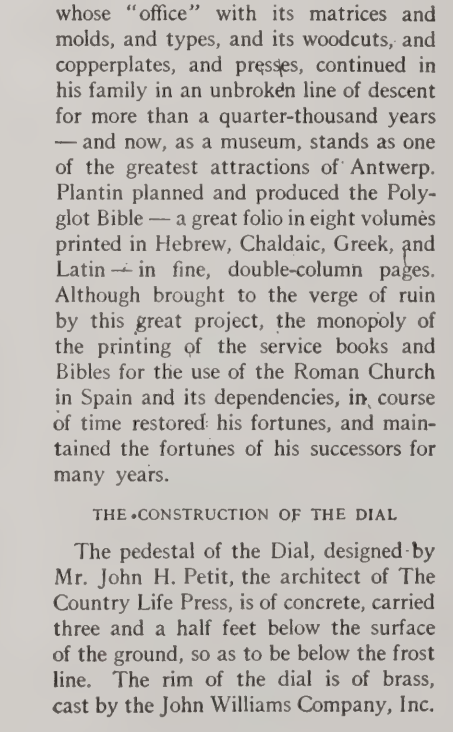
XII. PLANTIN 1555

Closing the century we come to Christopher Plantin who began his work in Antwerp in 1555. Plantin is justly esteemed one of the greatest of the early printers. He was great in his conceptions; great in his work and great in

1h

of the soul—the twenty-third verse of which reads:

"Oh, that my words were now written! Oh,


THE COUNTRY LIFE PRESS

being the only one of the early printers, whose "office" with its matrices and molds, and types, and its woodcuts, and copperplates, and presses, continued in his family in an unbroken line of descent for more than a quarter-thousand years — and now, as a museum, stands as one of the greatest attractions of Antwerp. Plantin planned and produced the Polyglot Bible — a great folio in eight volumes printed in Hebrew, Chaldaic, Greek, and Latin — in fine, double-column pages. Although brought to the verge of ruin by this great project, the monopoly of the printing of the service books and Bibles for the use of the Roman Church in Spain and its dependencies, in course of time restored his fortunes, and maintained the fortunes of his successors for many years.

THE CONSTRUCTION OF THE DIAL

The pedestal of the Dial, designed by Mr. John H. Petit, the architect of The Country Life Press, is of concrete, carried three and a half feet below the surface of the ground, so as to be below the frost line. The rim of the dial is of brass, cast by the John Williams Company, Inc.

1i

the library of the late Robert Hoe. The price Mr. Huntington paid for it was $50,000, the largest sum ever paid for a printed book.

The form of the dial is that of an ellipse,

that they were printed in a book!"

Above, and at the sides of the Bible, are twelve hour-spaces bearing the marks of twelve of the early printers, so disposed that at noon

the shadow rests full across the center of the Bible, and passes first over the earliest of all printer's marks—that of Fust and Schoeffer.

Below the Bible, in the lower section of the oval, appears the inscription:

O measure of time!
Thou merest mite within the endless
providence of God
May thy unerring finger ever point
To those who printed first
the written word.

I am reproducing a number of pages of this book which tells of the dial, and also gives interesting information as to the life and styles of the great printers represented on the dial. The inner side margins of each page are each 11/16 of an inch; the outer side margins each 1 5/16 inches; the upper margins of the book 13/16 of an inch, and the lower margin, beneath the folio numbers, 1⅝ inches

Reproductions are given (1a-1i) for various reasons, two of these being, of course, to show the marks, and also how they are placed in the side margins of the book. I trust that the N. P.-J. will have the plates made of a size so that the valuable details concerning the life and work of the early printers will be readily read.

✧ ✧

How the Old Masters are Interpreted by the New

Several printing firms in Boston, that home of the lovers of all that is meritorious in the old order of things, have shown how well a knowledge of early typography may be used in a commercial age when Trade has as never before realized that it is a long-estranged brother of Art, and is glad at finding her in pleasant places. In the department of "More Work Through Publicity" some months ago there appeared an account of a visit to a great typographer and student of the old masters of printing; but Mr. Updike of the Merrymount Press is not the only practical man who has evolved new ideas from the early work of the artists who inspired Printing in its childhood days with wonderful ideas. By means of such practical things as blotters, as well as with matter whose very beauty of itself is a strong factor in the practical art of advertising, other Boston printers have worked in the spirit of the old printers. Some of the most remarkable work in this line has been done by the McGrath & Woodley Co., which has just changed its name to McGrath-Sherrill Press.

Here are two examples of their calendar blotters (3a and 3b). I am sorry that 3a cannot be reproduced in the delightfully blending tones of the original. There is cleverness in the use of the magic seven spaces for the letters of "January," and the name of the firm. Such work as this is rather subtle for an ordinary advertisement, but the other quaintness and the color charm of this blotter will hold the attention long enough for the unique use of the old-fashioned text to be appreciated.

The February blotter (3b) has the border in green. The artist who drew the picture some

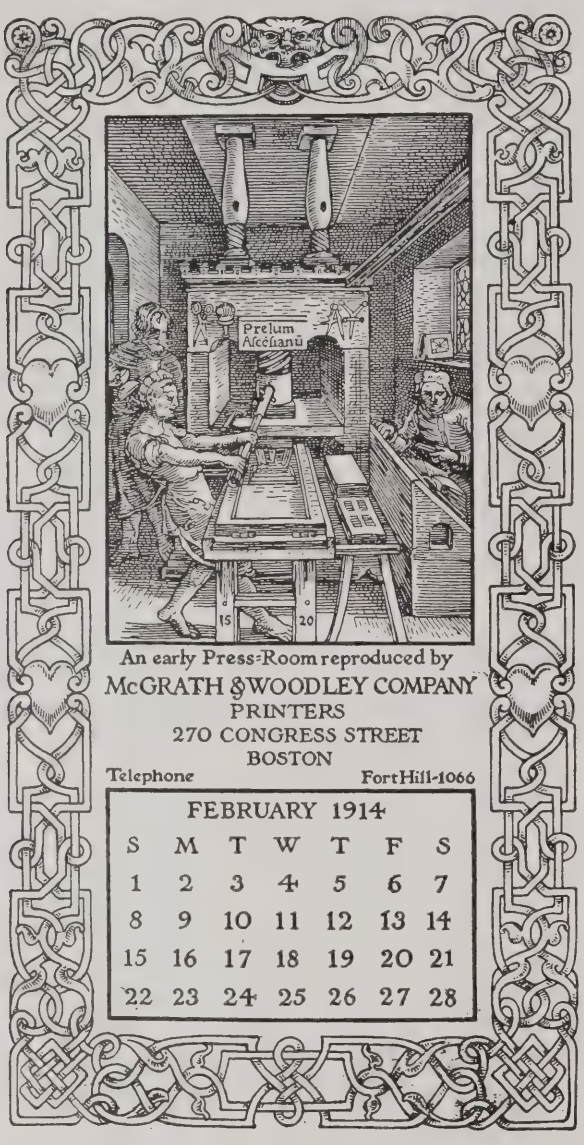
1914
THE SEASONS GREETING
ADAPTED from a miniature in the celebrated Grimani Breviary now in the library of St. Marks, Venice. It is said to have been illuminated by Memling.
McGRATH & WOODLEY COMPANY 270 Congress St., Boston, Mass.

3a

centuries ago seems to have had a rather better knowledge of perspective than some of the artists of the present day.

A really wonderful blotter is one in many colors and black and gold, which is hand-lettered after the style of the early missals and other ecclesiastical lettering which proved so inspiring to the first printers. This and a four-page folder with another style of such lettering is not reproduced, owing to the impossibility of doing it justice, because of the color. On the

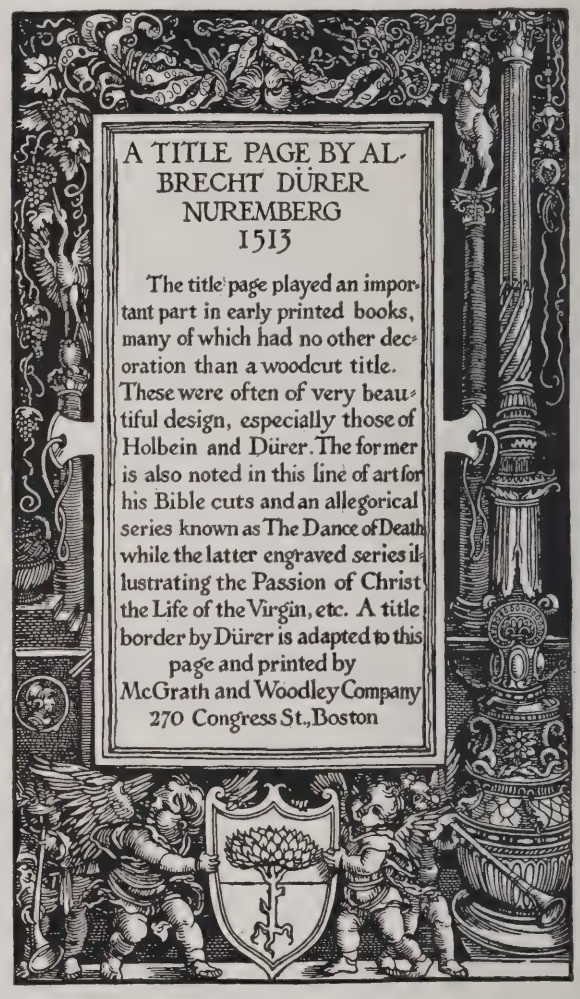
first page of the folder the lettering is used to tell of the earliest known specimens of typography, and is in the style in which it and the "Cannon of the Mass" was printed, the latter being the work of P. Schoeffer. On the third page of the folder is modern composition in the type known as Engravers' Old English, with initials and ornaments somewhat after the style of the old tomes, giving some interesting information concerning the claims of priority made by various printers.


Prelum
Accſianū
An early Press-Room reproduced by
McGRATH & WOODLEY COMPANY
PRINTERS
270 CONGRESS STREET
BOSTON
Telephone Fort Hill-1066
FEBRUARY 1914
S M T W T F S
1 2 3 4 5 6 7
8 9 10 11 12 13 14
15 16 17 18 19 20 21
22 23 24 25 26 27 28

3b

A series of printed matter issued by the Boston firm consists of combinations of four-page folders with such designs as that reproduced as 4a on the first page, and such descriptions on the third page, in various appropriate modern old-style printing, as that shown as 4b. The second and fourth pages of the folder are black; and a card blotter is enclosed which has the same design as on the first page of the folder. As the folders are of various weights of antique wove stock, and the cards have the hard shiny finish of a more modern kind of stock, the recipient is educated as to the very great difference in tone obtained simply through printing the same page on different stocks. The covers of the folders have the blackness of the early printers, which is still popular, and the modern stock does not, of course, absorb so much ink.

I show some of the other pages that are twice reproduced in the manner described (4c, d, e, f, g, h) and also the third page of the folder devoted to William Morris (4i). This great modern printer would no doubt enjoy the third page as much as the one more directly inspired by his work. Wherever it was the style of the master whose work is described and indicated by the page design to give initials in color, as in 4d and 4f, a similar style is adopted on the inner page of the folder. Note the small capital A within the initial of 4f. Mr. Caxton appears to have been somewhat eccentric as to some of his ideas. The French book-decoration page (4g) is printed in a warm brown, as is the


A TITLE PAGE BY AL-
BRECHT DÜRER
NUREMBERG
1513
The title page played an important part in early printed books, many of which had no other decoration than a woodcut title. These were often of very beautiful design, especially those of Holbein and Dürer. The former is also noted in this line of art for his Bible cuts and an allegorical series known as The Dance of Death while the latter engraved series illustrating the Passion of Christ the Life of the Virgin, etc. A title border by Dürer is adapted to this page and printed by McGrath and Woodley Company 270 Congress St., Boston

4a

(See following pages for reproductions.)

third descriptive page, set in a modern style that arose from the French influence.

Reproduction 5 is a card printed in antique red and black on antique stock by the Heintzemann Press, Boston, other modern printers who have been greatly influenced by a careful study of old typographers, with a tendency to enhance the charm of their work by the introduction of new ideas as to display in connection therewith.

I never could understand why De Vinne thought that Wynken de Werde would not care for the heavy Old English face used in this

Whoever you are I earnestly entreat you to dispatch your business as soon as possible, and then depart, unless you come hither, like another Hercules, to lend some friendly assistance; for here will be work to employ you and as many as enter this place

ALDUS PIUS MANUTIUS

ALDUS HAD THE ABOVE INSCRIPTION OVER THE DOOR OF HIS WORK ROOM IN VENICE IN 1501. IT IS JUST AS *USEFUL TO BUSY MEN IN* 1901

COMPLIMENTS *of*

THE HEINTZEMANN PRESS

Telephones OXFORD 1173 & 1273 NUMBERS 653 & 655
ATLANTIC AVENUE OPPOSITE SOUTH STATION
BOSTON MASSACHUSETTS

5

job. And I don't believe that the dean of American printers ever saw the artistic use that the Heintzemann Press has made of it, or he, too, would agree that in the hands of modern masters, and not mixed with some of the awful faces that were made about the same time as this late Old English, it could point a moral with dignity and strength. Of late, the Heintzemann Press has not used much of this letter, as it has evolved a modern characteristic typography of its own which entitles it to a place among pioneer artist-printers, but even in this the influence of the great minds of the elder days is apparent. The best original work done by any printer must needs conform to some extent with that of the artists who happened to be living when printing was young.

✧ ✧

Are these ideas practical? Most practical, for they bring business by means of their sug-

THE first presses at Mainz were soon followed by those of Strassburg, Bamberg, Nuremberg and other prosperous cities of Germany. These early presses, imitating the most beautiful work of the illuminators, and expressing the ideals of the preceding centuries, produced work of the highest excellence. The books of the first century of printing in Germany, Italy, Switzerland and France, have never been surpassed. As printing ceased to imitate the manuscript and asserted its own merits as an art, woodcuts came into use for the decoration and illustration of books. Each city had its group of designers engraving on wood or metal, and, as they grew in skill and knowledge of their craft, they developed the woodcut from the crude outline intended for hand coloring to the richness of black and white effect and the perfection of technique it attained in the hands of Albrecht Dürer and Hans Holbein.

McGRATH & WOODLEY CO.
270 CONGRESS STREET BOSTON

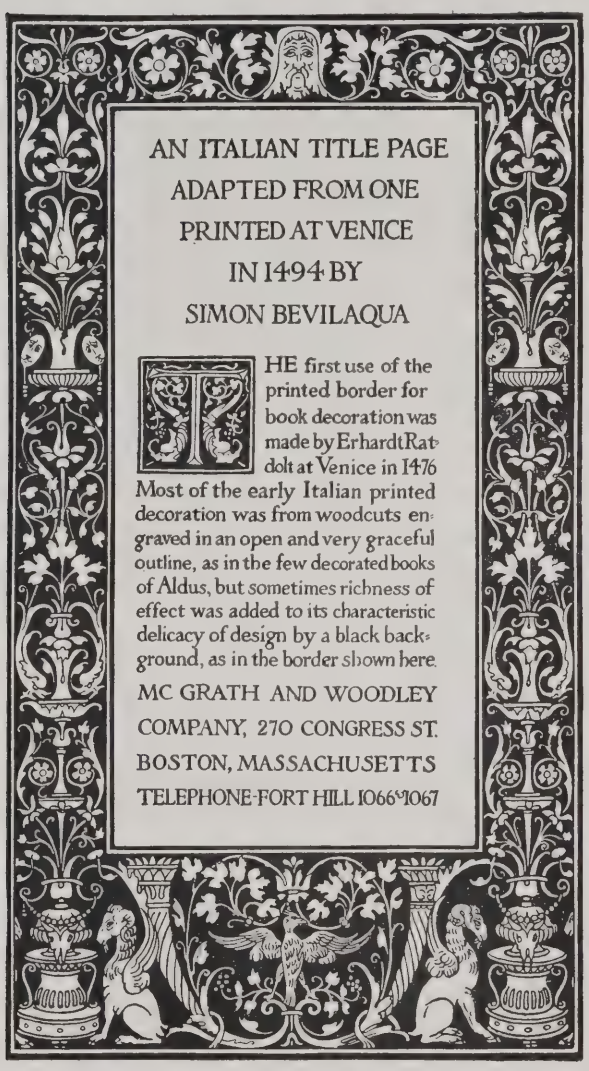
4b

(See page 564.)

gestion and charm. They give the impression that modern printers who take the pains to master printing by a study of the art from its infancy, using old ideas of acknowledged masters to inspire them with new, are printers who are not only scholars and gentlemen, but painstaking craftsmen and men who know their business from Alpha to Omega, from A to Izzard.

Incidents of Early Newspaper Makers and Making

"Souvenir" Taylor of Connecticut, who enjoins us to "keep our memory green," recently sent us a clipping from the Hartford, Conn., Daily Times that contains incidents as to early newspaper making and makers, by Francis X. Schoonmaker, a lecturer and former newspaper man, that are entertaining, while not being without valuable suggestions and practical in-


AN ITALIAN TITLE PAGE
ADAPTED FROM ONE
PRINTED AT VENICE
IN 1494 BY
SIMON BEVILAQUA
THE first use of the printed border for book decoration was made by Erhardt Ratdolt at Venice in 1476 Most of the early Italian printed decoration was from woodcuts engraved in an open and very graceful outline, as in the few decorated books of Aldus, but sometimes richness of effect was added to its characteristic delicacy of design by a black background, as in the border shown here.
MC GRATH AND WOODLEY
COMPANY, 270 CONGRESS ST.
BOSTON, MASSACHUSETTS
TELEPHONE-FORT HILL 1066-1067

4c
(See page 564.)

T R
THIELMAN KERVER
Early French printers adapted the black background to the weakness of the hand-press by puncturing it with points, a style called "criblée". By the use of sectional borders variously combined, they avoided the warping and the cracking of corners common in large wood-blocks. We show here typical XVth Century border unite and printer's device.
McGrath & Woodley Co. — Boston.

4d
(See page 564.)

struction to modern newspaper men, who work under much improved conditions as to news service, and still are not infrequently put on their mettle to secure up-to-date news with all the necessary interesting details. Padding telegraph reports by weaving in known or obtainable facts, to make the news story complete and sufficiently intelligible and informing is still practical and necessary. The newspaper maker must have a truthful imagination as well as a vast fund of knowledge and unlimited information as to the sources of knowledge. In our own experience we recall the making a column news story out of a thirty word telegram as to the movements of a tribe of Indians in the west threatening to go on the war path against the frontier settlers, and the story was every word true and entirely consistent with and a part of the story, made new by the threatened outbreak.

Mr. Schoonmaker tells of his experiences in the days when the present methods of complete news gathering and supplying, in all interesting fullness, was just beginning to develop.

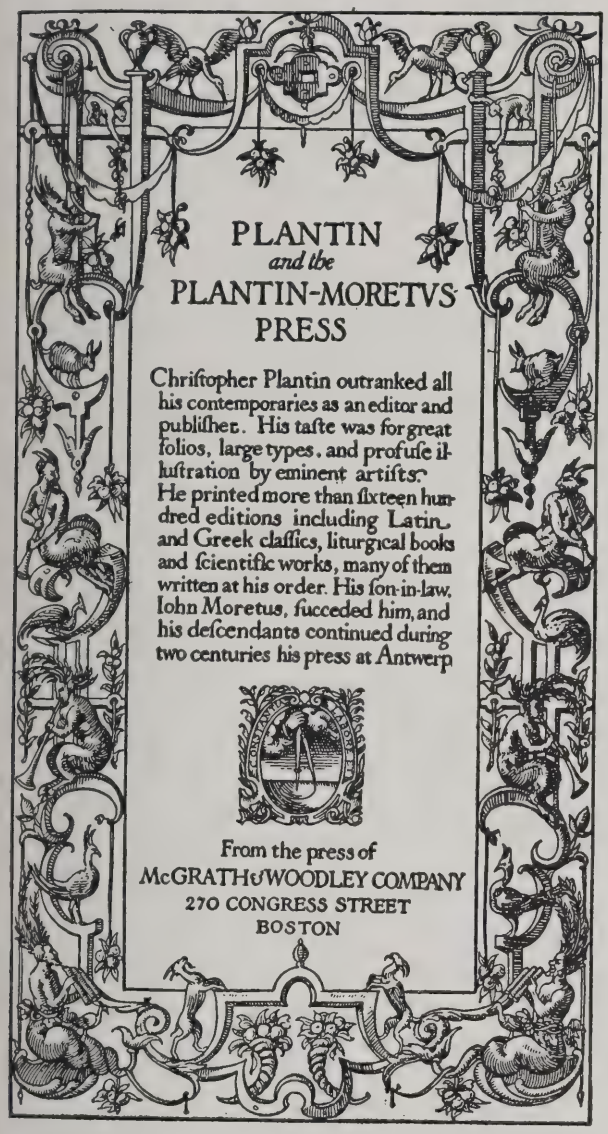
The story as told by the Hartford Daily Times is as follows:

He commenced his career on the staff of the New York Times under the stern guidance of John C. Hennessey, night editor. It was just after the Times' disclosure of the Tweed ring and its doings.

When Schoonmaker left the Times to go with the United Press there was a disposition among several influential editors and publishers to form a news service that would be unbroken, reliable and extensive. There

had been up to that time what was known as the New York Associated Press, but that was formed by the papers in New York, whose foreign service was taken care of by a lone correspondent who clipped the news out of the London papers and cabled it across several hours after it had appeared abroad.

There were other press associations in various parts of the country, but they served only local ends and were not to be relied upon. The United Press was then started and did away with the small organizations. The United Press covered the country, and through Mr. Schoonmaker's efforts abroad its foreign service became possible. Mr. Schoonmaker obtained the first leased telegraph wires in this country, and thus began the Associated Press.


PLANTIN
and the
PLANTIN-MORETVS
PRESS
Christopher Plantin outranked all his contemporaries as an editor and publisher. His taste was for great folios, large types, and profuse illustration by eminent artists. He printed more than sixteen hundred editions including Latin and Greek classics, liturgical books and scientific works, many of them written at his order. His son-in-law, Iohn Moretus, succeded him, and his descendants continued during two centuries his press at Antwerp
From the press of
McGRATH & WOODLEY COMPANY
270 CONGRESS STREET
BOSTON

4e

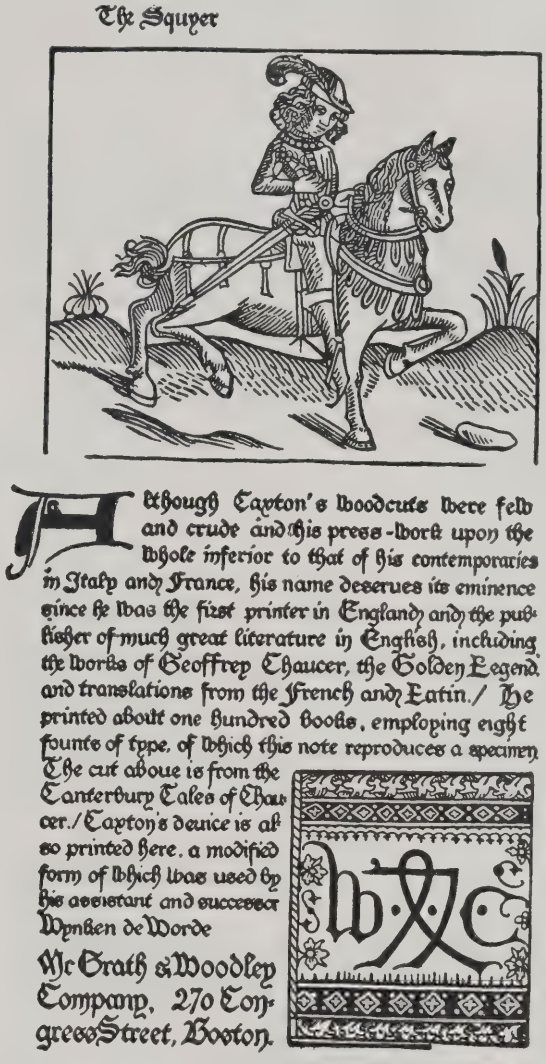
(See page 564.)

Mr. Schoonmaker's reminiscences date back to his days on the New York Times, however. New York in the 70's differed greatly from the New York of the present. The New York Times, said Mr. Schoonmaker, while influential and holding prestige, was the driest newspaper in New York City—seldom a line of humor in it. Every man on the paper who tried to crack something funny simply caused the big blue pencil of Night Editor Henessey to perform more labor.

"Once," said Mr. Schoonmaker, "the manager of the Times, John C. Ried, got the best humorist away from the Sun and took the trouble to pick out his assignments personally, so that he would get an opportunity to put into use his clever treatment of stories. A week went by and the reputed humorist was called into Mr. Ried's sanctum.

"'I've taken the trouble to give you assignments that I thought you could treat humorously, but I haven't seen anything funny in the paper,' said Ried.

"'Oh, that's all right,' replied the writer. 'Henessey blue penciled all the funny stuff.'"


The Squyer
Although Caxton's woodcuts were fell and crude and his press-work upon the whole inferior to that of his contemporaries in Italy and France, his name deserues its eminence since he was the first printer in England and the publisher of much great literature in English, including the works of Geoffrey Chaucer, the Golden Legend and translations from the French and Latin./ He printed about one hundred books, employing eight founts of type, of which this note reproduces a specimen. The cut aboue is from the Canterbury Tales of Chaucer./ Caxton's deuice is also printed here, a modified form of which was used by his assistant and successor Wynken de Worde
Mc Grath & Woodley Company, 270 Congress Street, Boston.

4f

(See page 564.)

It was not long afterward that the night editor received orders to send up everything the humorist wrote.

Knows Edison

While a reporter on the Times Mr. Schoonmaker lived in Plainfield, N. J., not far from Menlo Park, the home of Thomas A. Edison. It was Schoonmaker's duty to cover the Menlo Park district for several months and he came into touch with Mr. Edison very often and became quite intimate with him. Mr. Schoonmaker recalled an interview with Edison. The latter had been making his announcements concerning the electric light which he was about to put on the market. The scientists said it was impossible for Edison to evolve the electric lamp because it was impossible to make a vacuum.

"What have you got to say about that?" inquired Schoonmaker of Edison.

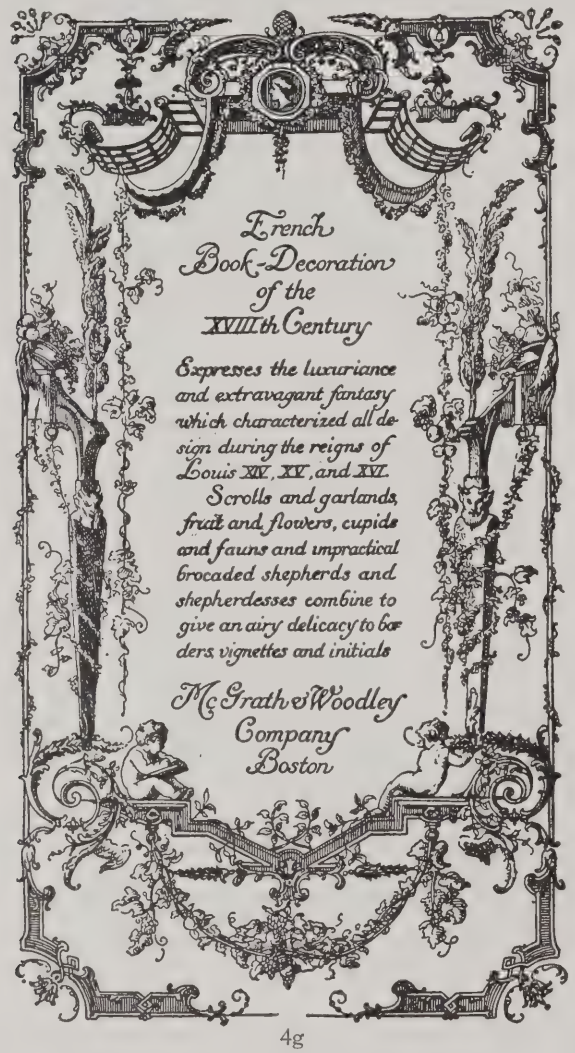
"Schoonmaker," he said, "do you like music, and do you like to sing?"

"Yes," answered the interviewer.

"Well, then, have you ever been in the predicament where you knew a certain tune, and it was humming away in your head, but you could not recall it sufficiently to whistle it? But the minute you heard that tune sung by some one you could pick out the flaws in it immediately. Now it's the same way with me. I know that tune much better than the college professors, but they can whistle a great deal better than I can. That is the same with my electric light. I know more about it than they do."

Making Foreign News

When Mr. Schoonmaker went over to the United Press it was in trying days, especially for the foreign


French
Book-Decoration
of the
XVIIIth Century
Expresses the luxuriance and extravagant fantasy which characterized all design during the reigns of Louis XIV, XV, and XVI.
Scrolls and garlands, fruit and flowers, cupids and fauns and impractical brocaded shepherds and shepherdesses combine to give an airy delicacy to borders vignettes and initials
McGrath & Woodley
Company
Boston

4g

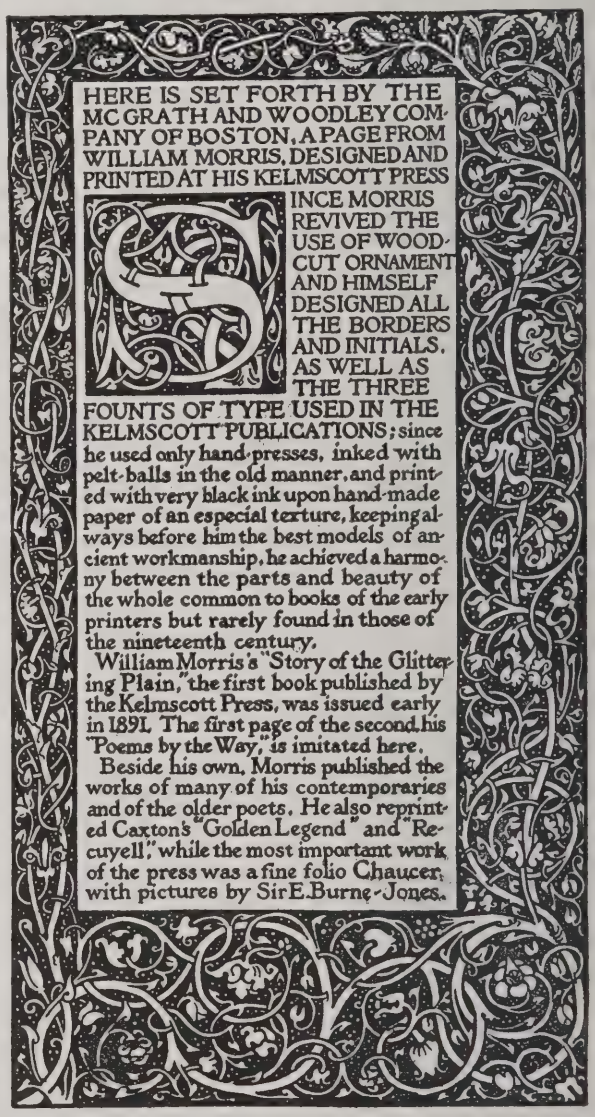
(See page 564.)

editor, and Mr. Schoonmaker was foreign editor seventeen years, first for the United Press and later for the Associated Press. Foreign news came over the wires greatly condensed. The United Press had correspondents abroad who were highly trained and capable. They knew the high price for tolls and when it cost $2.87 a word from Asia and 50 cents by day and 25 cents by night from London they did not condense for brevity's sake, but because it was a dire necessity.

One day the following dispatch came to the editor from the cable: "Florence Paris Refused Walk Second." The message would not convey much information to the average reader as it stands.

"But," said Mr. Schoonmaker, "that was how we had to receive our cable dispatches. Of course, I was well informed in continental affairs, and everybody knew that the funeral of a member of the Bonaparte family was to be held in Florence that day. Florence was put in the way it was to save the expense of an extra date line. Now the rest of the dispatch concerned itself with the Duke of Paris, a relative of the deceased Bonaparte, who refused to follow the hearse walking second to the Duke of Orleans. Around those five words had to be written a story that would convey complete information to the American reader.

"Another dispatch from Java read as follows: 'Krakatoa glowed similar forty.' It meant that the volcano


HERE IS SET FORTH BY THE MCGRATH AND WOODLEY COMPANY OF BOSTON, A PAGE FROM WILLIAM MORRIS, DESIGNED AND PRINTED AT HIS KELMSCOTT PRESS
SINCE MORRIS REVIVED THE USE OF WOOD-CUT ORNAMENT AND HIMSELF DESIGNED ALL THE BORDERS AND INITIALS, AS WELL AS THE THREE FOUNTS OF TYPE USED IN THE KELMSCOTT PUBLICATIONS; since he used only hand-presses, inked with pelt-balls in the old manner, and printed with very black ink upon hand-made paper of an especial texture, keeping always before him the best models of ancient workmanship, he achieved a harmony between the parts and beauty of the whole common to books of the early printers but rarely found in those of the nineteenth century.
William Morris's "Story of the Glittering Plain," the first book published by the Kelmscott Press, was issued early in 1891. The first page of the second, his "Poems by the Way," is imitated here.
Beside his own, Morris published the works of many of his contemporaries and of the older poets. He also reprinted Caxton's "Golden Legend" and "Recuyell," while the most important work of the press was a fine folio Chaucer, with pictures by Sir E. Burne-Jones.

4h

(See page 564.)

Krakatoa was in eruption and that the disaster was as extensive as that which had occurred in 1840. Our correspondent was confident that the United Press would understand the full purport of the message and for that reason he had saved the organization a good deal of money. We sent a man to the Astor library to get the best book on the volcanic eruption of Krakatoa in 1840, and from that he wrote a story duplicating the disaster. We printed the story, even estimating the casualties and the like, and when we received our mail correspondence

a few weeks later everything tallied with what we had written, even to the number killed."

How An Interview Got By

A story that was placed on the wires on one occasion caused Mr. Schoonmaker the greatest of anxiety for several days. It was just after the foreign service had been organized. The Irish Land leaguers were having their convention here and Colonel Charles H. Taylor of the Boston Globe wired to Mr. Schoonmaker to get for him an interview with Parnell in Ireland.

"Abroad it was a difficult matter to obtain interviews. Arrangements had to be made beforehand. I knew the difficulties, but as long as 'Charlie' Taylor was paying for the tolls I chanced it. Now I had interviewed Parnell on two occasions when I was on the New York

TOWARD the end of the Victorian period, when cheap mechanical production was replacing the thoughtful labor of the artisan, and design, commercialized into forgetfulness of sound constructive principles, was substituting ornate ugliness for simple beauty, William Morris did much to restore artistic ideals in craftsmanship and comeliness in common things. A student of medieval literature and art, and friend of the "Pre-Raphaelites," he revived the ancient spirit and method in household arts as they did in the fine arts. The firm of Morris & Co., under Morris' personal direction, produced beautiful examples of stained glass, tiles, textiles, wall-paper, mural painting and furniture, always using hand-methods of manufacture. The last years of his life, Morris' ripest effort went to the production of beautiful books. He was the author of much fine poetry and prose reflecting medieval life and thought. William Morris was born in Essex in 1834, and died October 3, 1896.

McGRATH & WOODLEY CO.

GRAPHIC ARTS BUILDING

270 CONGRESS STREET, BOSTON, MASS.

TELEPHONES FORT HILL {1066 1067

October, Nineteen Thirteen

4i

(See page 564.)

Times and Parnell was the kind of a man of whom you could tell in advance what he would say in response to certain questions. I sat down and with another member of the staff mapped out several questions which we took for granted the correspondent in England would ask Parnell. Having done this I wrote an interview with Parnell, relying mostly on my experience with him.

"We tired of waiting for a reply over the cable and went out to a popular restaurant, leaving the copy on my desk. While we were out the chief of the telegraph operators came into the room and seeing the manuscript took it for the interview that had come over the wires while we were out and without much ado put the entire story on the wire. Now the interview had been syndicated to several publishers all over the country and the story created the greatest sensation at the time. The papers that had not bought the story were wild with rage. The Irish Land League of America, which was in session in Philadelphia, was shown the interview. The story was one of the best of the day.

"I was in a hole sure enough, for this happened on a Monday and the interview with Parnell didn't come off the cable until the following day. But what we had sent out was corroborated by the cabled interview and the papers that had the story could not get back at me."

About New York World

Mr. Schoonmaker declared that the United Press was the making of the New York World after Joseph Pulitzer bought it. Pulitzer purchased it from Jay Gould, said Mr. Schoonmaker, and he was "stuck" at that. But he got money from George W. Childs of the Philadelphia Public Ledger, giving his St. Louis newspaper as security, and went ahead with the work. After Mr. Schoonmaker convinced him that he could outdo rivals by specializing in the news, he did so. Mr. Pulitzer, said Schoonmaker, was a man of a very receptive mood. He was always open to suggestion. He had gone through such trying experiences that he appreciated a suggestion.

"We told him to turn his regular press dispatches over to a trained staff of writers for the purpose of re-

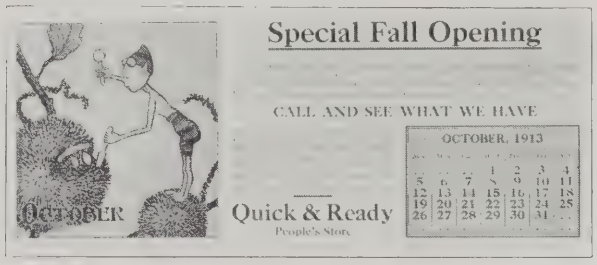


Exhibit No. 7 (See page 591)

writing the stuff, thus getting the best of his rivals. He collected the finest staff of trained writers he could get and the result was that the World was covered with specials which caught the popular fancy."

Charles A. Dana

Mr. Schoonmaker spoke of Charles A. Dana as a man who took great interest in his men. He followed his paper very closely and he was quick to commend and reward any cleverness shown on the part of his staff. On one occasion he rewarded his humorist writer for a paragraph that had caught the popular fancy. The humorist was walking up Broadway and at each corner asked the policeman for information.

"Nothing new this afternoon," said the policeman at Delmonico's on one occasion. Just then a girl with tomato red hair passed. Both stared after her. "Well," said the policeman, "I suppose a white horse will soon pass."

"Why a white horse?" inquired the humorist.

"Because I have never known the time when a white horse didn't always come along after a girl with red hair had passed."

The paragraph made a tremendous hit and the reward of the humorist came quick from Dana.

The Proofreader

Every publisher knows the value of the careful, efficient proofreader. The introduction of machine composition has greatly enhanced the proofreader's importance. It is almost impossible to secure absolute correctness and frequently the proofreader is not to blame. The compositor, too often, in correcting one error in a line makes another mistake. Machine operators are often too much inclined to sacrifice accuracy for speed and even the proofreaders are inclined to let little errors pass where the correcting of one small mistake necessitates the resetting of a whole line. There are readers who pay little attention to typographical errors if only the sense is clear and the proper words are used, but there are others—errors in title lines are frequently overlooked in the proof after resetting so long as the word picture seems perfect. Bad penmanship, of course, is frequently to blame and not the proofreader. Last month we wrote "Barn Bluff" under the title of a cut and the name was so familiar to us that we supposed that it was familiar to the proofreader, or rather, thought nothing about it. Of course, we were chagrined to see the name of the wonderful bluff on the Mississippi River, over which we had climbed hundreds of times, as "Burn Bluff." "Burn" might be a good name as words go, but the early settlers thought that it looked like a great barn and so named it.

The unfortunate thing is that while a typographical error, at least in publications other than our own, does not cause us much worry, we know that many of our readers who themselves have to do with proofreading, are driven wild by such mistakes, so that our hair has grown white through sympathetic worry. Now the writing of so much was not intended but, rather, simply to give, with commendation and endorsement, the following, which recently appeared in the Pacific Printer of San Francisco, Calif., and later was published in the Citizen of Brooklyn, N. Y.:

The Proofreader Must Know Nearly Everything and Be Accurate

We have always had a profound respect for the proofreader who knows his business. He cannot be a good proofreader unless he possesses a wide assortment of knowledge, and above all else he must be accurate. He keeps tabs on the work of the editor, the ad man and the printer. Through his watchfulness he has saved many a person his job.

He must at least have a high school education.

He must have a thorough knowledge of English.

He must be able to decipher any kind of manuscript.

He must have served a five-year apprenticeship as a printer, and have at least a year's experience as a copyholder or assistant to a competent reader.

He should know the names and initials of the elective and appointive officers of the Government of the United States, of the several states and of the principal cities; also of the men and women in all walks of life who have attained distinction or notoriety.

He should know the names of all the rivers, all the mountains and bluffs, all the cities, all the countries, all the post offices.

He must be conversant with the physical and political makeup of every country on the globe.

He must be proficient in both ancient and modern history.

He must have some knowledge of current literature, and for the purposes of quotation he must be a student of the Bible, of Shakespeare and of Cervantes.

He must be familiar with the lives and achievements of the great men of all time.—Pacific Printer.

* * *

"HOME TALENT" SUBSCRIPTION AGENTS

Publishers should beware of the stranger with the "sure-thing" subscription campaign. Such schemes invariably work out to the advantage of the promoter but usually result in loading up the publisher with a lot of subscriptions which are of little or no value (because the new subscribers do not read the paper) but the paper, printing and mailing expense must be met just the same.

The publisher will find it better to secure the services of a few energetic young persons in the community and allow such representatives a liberal commission to work up a list of new names.

Sometimes a list of possible prospects may be provided by the publisher and if these are canvassed carefully and with the right amount of energy and enthusiasm there may result a satisfactory increase in names for the time and labor expended.

Such work can be best done in the summer as the rural districts are more easily accessible during this period of the year and as there are many school and college students who are anxious to pick up a few dollars during the vacation season, a good staff of agents can generally be secured from the home town and new business with greater satisfaction to both publisher and subscribers.

There is nothing like personal solicitation. The new Chicago Herald has been making a house to house canvas within the past few weeks of all parts of Chicago. No premiums or other inducement is offered, except only the high and improved character of the paper. The brightest of educated young men are employed—men of pleasing presence and address, bright, clean, well dressed, intelligent, well informed as to the paper and kindly enthusiastic and persistent. It pays to have the right kind of canvassers and, if possible, men or women who will have their eyes open for personals and news stories as to improvements or proposed improvements in all lines of activities, and either write up, or put the paper in touch with, all that has promise of the making the paper more serviceable to or popular among both the new and old subscribers.

BUSINESS MANAGEMENT

ED. E. SHEASGREEN, *Editor*, 1603 MONADNOCK BLOCK, CHICAGO, ILL.

THE LAWRENCE, KANSAS, COST CONGRESS

THE Cost Congress held at Lawrence, Kansas, May 11 to 14, was one of the best in every way the editor of this department has ever attended. The very biggest men in their lines in the country were on the program. The spirit which prevailed at all times was of the sort that makes men want to live always and "good byes" were really hard to say.

Captain Henry King's story of the early struggle of the Old Kansans during the time of drought and grasshoppers, and of how in the very extremity of the terrible situation of those days, with no bread, no clothing, in fact with nothing to really live for, those present at a committee meeting which had been called to plan ways and means of alleviating the frightful and distressing situation, if a way could be found, could only offer a prayer to God that He in His great wisdom would send the necessary aid. And that aid came very shortly from California. It is this spirit of never saying die, this ever persistent struggling to attain that which is for the best of humanity—it is this spirit that has made Kansas what it is today, and right in the very teeth of the worst conditions that could ever be brought on a people.

It is this spirit that has made of the Kansan the great Christian man that he is. Why, some twelve or fourteen of the editors of that state did not fear to occupy pulpits in the churches of Lawrence and to proclaim the Gospel of Christianity and a closer relationship between the church and the press.

Yes, those early trials, those droughts, those grasshoppers, and all other fearful plagues which so early and for so long beset that people, tended to give the Kansas man those tests of body, mind and spirit so that the very best has resulted physically, morally and spiritually. They are a great race of men, great thinkers, great preachers, great editors, great teachers, and today there is nothing the matter with Kansas.

There was great pathos in Captain King's story, for when he called the roll of the men who had lived through those early days, but few were found still with the living—and time, before many years, will have claimed them all.

When such men as Dr. Washington Gladden, William Garrison Villard, Roy D. Howard, Richard H. Waldo, Geo. H. Perry, James M. Morrison, Frank LeRoy Blanchard, Lt.-Gov. Barratt O'Hara, of Illinois, Melvin Lee, H. P. Harrington, Marco Morrow, and a whole score of other notables are all on the same program—well, that makes a program that is worth traveling many miles to hear.

Those printer-publishers of the small country towns in not only Kansas, but in every other state in the Union, who are wondering why they do not get their share of the national advertising that is going to other kinds of publications, must read without fail and study deeply that part of the report of the convention which gives Geo. H. Perry's forceful address on this question. The whole question boiled down to a few words is that the country editor does not know the cost of producing his advertising space! Do you get that, Mr. Editor Man! You do not know the cost of producing an inch of advertising! One of the big men in the country in the advertising line says so. Now once more: "You—do—not—know—the—cost—of—producing—an—inch — of — advertising space." Do you get it now! Wake up! Find out how to get some of that $75,000,000.00 worth of national advertising that is crying to "be took" by the country editor.

The spirit shown at Lawrence, as a home town, as an educational center, and as a convention center for the great state of Kansas, cannot be beat. Every surrounding has a tone, a richness and a picturesqueness that is seldom equaled.

Two important things were said at the convention—one by Waldo, who said that the most important business law of all laws and the one

the least understood by the wisest of business men, was the law of distribution. The next very important remark was made by Herbert, of Hiawatha, Kansas. At one of the evening meetings, he said that the day was not far distant when the capital invested in the human machine would be returned at an interest rate of six per cent, and in addition to the salary or wage earned. These are vital statements. For years back we have been saying the very same things. We believe, taking it from the very first when God was forming the universe, and the earth, on up through every step of creation and in every form, even to the very thinking, memorizing and every day living of the human, that the law of distribution is the most active and vital as well as the least understood law there is. We have also been preaching and writing that the human machine and the home should be capitalized, just the same as any other machine and plant. There is no more important machine than the human machine, no more important plant than the home plant. To support this argument we have presented our thoughts in a recent book, "The Profitable Wage."

When Mr. Waldo told of the great contracts that his publication had lost because he would not let the advertisers use the language they wished in their ads, that they would have to "cut superlatives," when he told the great amount of money he let slip by—so it seemed—every one in the convention sat right up, and held his breath. When he turned square around and told them how his receipts had increased four and five fold over what the publication had ever carried before, then these who had been holding their breaths kept right on holding them—for they didn't know what was going to happen next. Waldo is a man with big ideas in advertising, and knows how to carry them out in practice.

The real busy man, the one man that the printers and editors of Kansas must thank for the great meet, for its huge success, is that prince of good fellows, Professor Merle Thorpe, who conceived the idea, and who was big enough and strong enough to carry it through. It was a pleasure never to be forgotten to have met with him—to have attended his great "Cost School for the Editors of Kansas."

It is to be hoped that other state universities will follow the example of Kansas, and hold cost meetings for their editors. The greatest good will come from them for both the editor and the people at large. However, there is this suggestion to offer and from the standpoint, and in favor of those who must try and teach the printer and the editor student. The suggestion is this: There should be more time given to the subject of cost itself. That time in the day when the students are fresh, chosen for the "lessons," and then not have the program so arranged that the "teacher" feels that he has to "work against time" every moment he is on his feet, rushing and tearing through the lessons. Time should be given to slowly, deliberately explain, and then discuss all points and answer all questions that might come up.

One of the next things that the cost students must do, whether the student be a university professor, a cost man doing cost work for a living, or just a "fan" cost bug, and that is, that there should be a meeting called soon of all such persons for the one purpose of really standardizing not only cost forms, but the methods of distribution—for on the law of distribution is based the real science of cost finding. The universities could do no better thing for the business world than to call a convention of all professors who have charge of the schools of journalism, and thrash out many form and distribution questions. Standard forms should be devised that will better fit the needs of the small printer, and even the big one. But above all, the much mooted question of distribution should be settled.

If the editor of this department was a "professor" we would call such a meeting, but since he is not, he only suggests that since Professor Merle Thorpe, of the University of Kansas has made such a success of cost schools that he be the one to call a meeting for this purpose.

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THANKED FOR EXCELLENCE OF SERVICE

All who journeyed on the special train furnished by the C. M. & St. P. Railway, from Chicago to Houston to attend the recent convention of the National Editorial Association were greatly satisfied with the generosity, service and kindly considerate treatment extended by the gentlemanly officers of the road and the conductor, agent and trainmen in charge.

The following resolution, introduced by Senator Dowdell of South Dakota, was unanimously adopted.

"Whereas, The C. M. & St. P. Railway made good in every detail its promise in furnishing our association with a special train between Chicago and Kansas City, which was the finest service ever enjoyed by our members, being a train made up of steel sleeper, library and observation car, editorial rooms replete with typewriters and operator at our command, also barber shop and bathroom privileges and entered no complaint, although our number was not as large as approximated. Now therefore be it

Resolved, That the C. M. & St. P. Railway be designated and selected as the route over which the N. E. A. shall make its trip to the Panama Exposition in 1915.

A Model Souvenir Edition

Kansas Institutions, Press and People—An Ideal Issue of Kansas Paper

IT goes without saying, that all the attendants upon the National Newspaper Congress at Lawrence, Kans., were pleased with the University of Kansas, with the School of Journalism and with the splendidly instructive program that was carried through without a break—a full account of which was given in our July issue.

Those who journeyed on to Manhattan, to attend the meeting of the State Editorial Association and visit the Kansas Agricultural College were doubly pleased and benefited. Kansas boasts the largest and best equipped agricultural college, with an attendance of twenty-five hundred.

High Character of Kansas Press and Educational Institutions

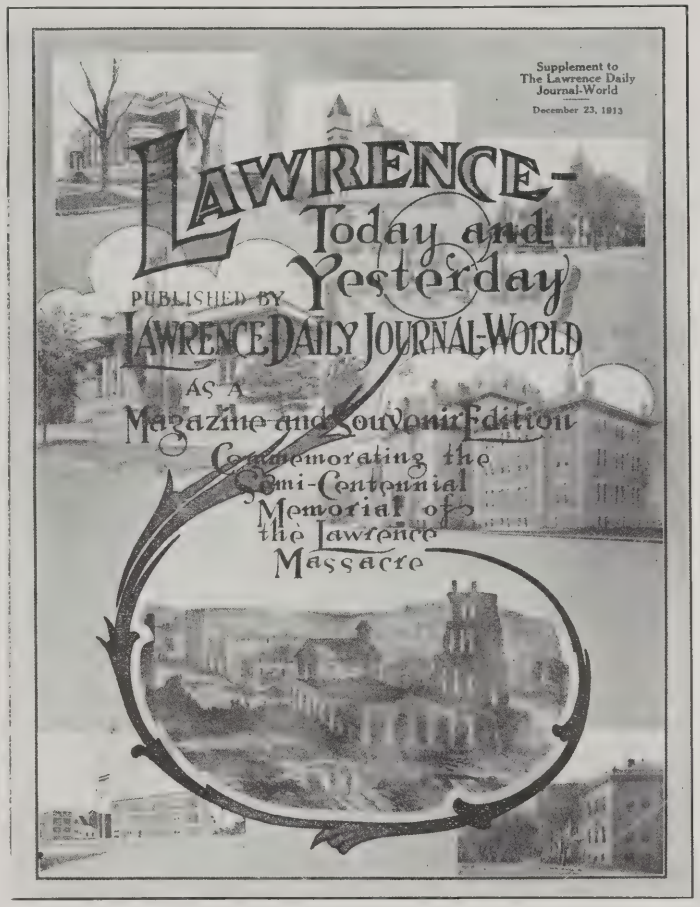
We have advocated the location of agricultural colleges at the same places and also the conducting of the same in connection with State Universities. This has been because of the splendid results secured by this kind of combination in Wisconsin and Missouri and because we have felt that the grouping of schools of agriculture, medicine, law and journalism with the liberal arts, the sciences, literature and civil engineering had advantages in broadening the students, putting all those expecting to follow the different callings in touch with each other, giving a better understanding and greater inspiration and effecting, at the same time, some economies.

Years ago we advocated, strongly, in our Red Wing newspaper, the divorcing of the Minnesota Agricultural College from the State University at Minneapolis and locating this school for the training of farmers in some more distinctly agricultural section of the state. This was because the other university departments were overtopping the agricultural college and the influence of the professions and the business of the two cities seemed rather to dazzle and win the youth from any idea of becoming practical agriculturists.

Well, in Kansas the separate agricultural college has certainly proven a great success and the students in attendance equal in every way those at the State University, and the practice there of what is termed agricultural journalism in the gathering facts and the writing for the agricultural and industrial press, is giving such a training as to fit the students to be useful in a kind of journalism that helps the best interests of the state and nation while building the students up in exact knowledge, useful power and influence. Writing makes the accurate or exact mind just as reading makes the full man.

The separate, distinct agricultural college of Kansas illustrates the fact that it pays to concentrate in the one institution.

However, we did not intend to write about this at all, but rather to write of the state press by telling of a souvenir edition of a representative newspaper, the Lawrence Daily Journal-



First Cover Page—Symbolizing the Present and the Historic Past

World, copies of which were in evidence at the National Newspaper Congress.

The Magazine Form

This "Souvenir Edition" was in magazine form. When all the expense of gathering matter and securing illustrations for such an issue are considered, as well as the value of the same for permanent preservation, this form has advantages over that of the regular newspaper form, which becomes inconvenient, cumbersome and difficult to preserve.

There were in this number, one hundred and thirty-two pages, nine by twelve inches in size, bound in paper covers of light green color, with the printing thereon in a darker green and brown. The inside pages were printed in black on S. & S. C., fifty pound 25 x 38, book paper of a quality to show half tone engravings to advantage. The first page of cover is reproduced and shown herewith and indicates something of the intent and scope of the issue.

Rates and Business Carried

There were seventeen thousand copies published, requiring over eighteen thousand pounds of stock. Advertising was charged at the rate of $60 for a full page; $35 for half page and $20 for quarter page, and about $5,000 worth of business was carried. The illustrations, which are numerous, give exterior and interior views of business houses and manufacturing establishments, residences, churches, schools, university and other public buildings, and make a most pleasing impression of the conditions and thrift of Lawrence—the beautiful, in location on high rolling table lands, overlooking the valleys of the Kaw and Missouri Rivers, and presenting enchanting views in every direction.

Newspaper Ideals

Mr. W. C. Simons, President and Manager of the Daily Journal-World, whom we had the

W. C. Simons, Pres. and Mgr.

pleasure of meeting, believes in giving the people the best that there is obtainable in the newspaper line. He believes in watching the little events, the small things of which community life and all life, for that matter, is made up, closely, as well as the great events, and giving the news fully and constructively in a way to promote and build up, as well as to entertain and please. This number fully illustrates these ideals.

Editor J. L. Brady is a progressive, as a newspaper man, as also he is in politics, being a Progressive candidate for Congress. His ideal

J. L. Brady, Editor

is the thorough covering of the field of the paper, omitting nothing concerning which the people should be informed and his motto is "never to be scooped."

Emil Held directly handled the business and special reading matter of this edition, which, as shown by cover title page, was in part a commemoration of the fiftieth anniversary of the Lawrence Massacre by Quantrell and his band. The picture at the bottom of the first cover page shows Lawrence the day after the massacre, August 21, 1863, and several pages are devoted to thrilling stories by a number of those who escaped, as well as lists of those who are known to have been killed and of those who survived.

A Bit of Thrillingly Pathetic History

An account is also given of the semi-centennial memorial exercises held by the survivors of the massacre on August 21, 1913, with group pictures. The incidents by the survivors and the account given in an address by Charles S Gleed at the Memorial exercises are filled with the thrillingly dramatic and pathetic. But out of the sorrows have come glorious conditions to the relation of which this souvenir edition is mainly devoted. Mr. Gleed closed his address with these words of hope and prophecy already grandly fulfilled:

"Every drop of blood spilled that day nourished the flowers of liberty. Every cry of anguish reached the heart of civilization and brought help against oppression. Every golden thread of love and friendship, that day broken,

was not broken in vain, for God saw. The day of restoration and requital will come, and when that eternal day has dawned, joy, God-given, unspeakable joy, will have come with the morning."

Out of Struggles Have Come a Noble Citizenship and High Accomplishments

The picture of the fearful, early days is a dark one, but this picture of endurance and

college showed youth of the very highest promise—upright, bright, intellectual, strong and healthful, worthy children of noble fathers and mothers.

This special issue of the Journal-World tells a wonderful story, in text and illustration, in biographies and portraits, of highest accomplishment, attainment and enlightenment. The attention of the people of Kansas has been direct-

The Regular Force of the Journal-World

1—J. L. Frazier, Superintendent Printing Department. 2—C. B. Harman, Circulation Manager. 3—A. M. Werkenthin, Linotype Operator. 4—Manford P. Gore, Linotype Operator. 5—Harold B. Iliff, Linotype Operator. 6—Wayne Wingart, Reporter. 7—Clint W. Kanaga, Advertising Manager. 8—W. C. Simons, President and Business Manager. 9—J. L. Brady, Editor. 10—Henry Loesch, City Editor. 11—Miss Oma Perry, Circulation. 12—Miss Minnie Ramsey, Bookkeeper and Cashier. 13—Miss Eva Lawrence, Stenographer. 14—Miss Ruth Wooten, Reporter. 15—R. H. Muzzy, Foreman Pressroom. 16—Prescott Underwood, Mailing Department. 17—Castle McCall, Mailing Department. 18—Don Keifer, Mailing Department. 19—D. I. Manrose, Composing Room. 20—Ralph Ellis, Duplex Perfecting Pressman. 21—Carl Muzzy, Pressman. 22—Earl Lury, Pressman. 23—Neil Kline, Reporter. 24—Miss Lillian Oakley, Bindery. 25—Miss Pearl Muzzy, Bindery. 26—Miss Ura Lorene Taylor, Bindery Forewoman. 27—Miss Jeozie Bolen, Bindery. 28—Miss Jessie Bolen, Bindery. 29—W. J. Leatherman, Composing Room. 30—W. G. Coffelt, Composing Room. 31—E. L. Ozias, Composing Room. 32—Frank F. Bradshaw, Foreman Bindery. 33—Horace P. Tripp, Composing Room.

struggle showed that the people of Kansas were of heroic mold, springing as they had from the noblest Americans, devoted to liberty. It is pleasant to turn to the pictures of the present period and to realize all that has been wrought.

No other state can present a higher class of citizenship, greater prosperity, better schools and institutions designed for man's higher uplift, or greater freedom from those agencies that tend to degradation or impoverishment. No other state can boast abler newspapers, more devoted editors, educators and ministers. A visit to the university and to the agricultural

ed to things of life that are worth while by the press, the schools and the pulpit.

The story of one of the bright editors of Kansas with a nation-wide reputation—William Allen White—reveals a good deal as to the Kansas intelligence and spirit in an article in the July 11th issue of the Saturday Evening Post, telling as to how, after a fight of twenty-years, Kansas has enforced the prohibition of alcoholic liquors in a way that prohibits and largely freed the state from crime and decreased insanity, that is so rapidly on the increase in most of the other states.

The Fruits of Enterprise and Intelligent Efficiency

But we are dealing with the issue of the Journal-World and only wish that we could repeat here the many stories contained therein of accomplishments and successes of the merchants, financiers, manufacturers, builders, farmers and all the others through enterprise, worthy and intelligent efficiency. In all this and more the state press has helped.

One of the Two Best Small Dailies and Why

The Journal-World has received the great compliment from highest authority of being "one of the two best small town dailies in the United States" and this is the modest way that editors and publishers account for whatever of just fame the paper has won and of useful work accomplished:

"If the Journal World is a good paper, it is because its publishers are continually trying to make it better and because the people of Lawrence and the surrounding country appreciate their efforts.

"The Journal-World is the oldest paper in Kansas, although there have been a number of changes in the name. It is a member of the Associated Press and has one of the best equipped job printing and book binding plants in the state.

"Its press room equipment includes a Duplex perfecting newspaper press, two cylinder book presses and three jobbers and outfit for casting rollers. The basement is 25 x 117 feet, with a glass frontage on the alley and this room, the size of an ordinary storeroom, is completely filled with presses, print paper in rolls and the mailing room.

"The front part of the first floor is occupied by the counting room and news room; in the center is the stock room and automatic paper cutter; next comes the battery of linotypes and in the rear is the composing room.

"The second floor is occupied entirely by the book bindery and blank book department with the exception of the editorial room. Each machine throughout the plant has its individual motor, which admits of the greatest efficiency.

"The ideals of the Journal-World are high. It desires to assist in the upbuilding of the city, county and state, with especial interest in the educational institutions of Lawrence, which include the public schools, the University of Kansas, Haskell Institute and the Lawrence Business College.

"It is the desire of the publishers to give the news, but not to enlarge upon that which is "yellow" and therefore inimical to the interests of the home. The Journal-World is especially the family paper in a community where the moral standards are high, where religious institutions flourish and where law-breakers are few.

"If the efforts of the publishers have in any way assisted in the moral, spiritual and business welfare of the community, they feel well repaid for the days and nights of hard service that have been necessary to make the Journal-World what it is.

Herein are reflected the true spirit and purposefulness of Kansas newspaper men.

Speaking in Praise of a Competitor

This proper spirit, with broadness of view and goodwill, is further shown in the following article as to the honorable gentlemen who conduct the Lawrence Gazette, the competitor of the Journal-World:

W. J. Flintom, who began work in a Lawrence printing office forty-eight years ago; Charles S. Finch, who came to Lawrence and took up newspaper work here twenty-five years ago; and Clarence S. Hall, who has served an apprenticeship of twenty-two years in Lawrence printing and newspaper offices, constitute The Gazette Company, publishers of a daily and weekly news-

C. A. Finch, Editor Lawrence Gazette, President State Editorial Association

paper, and trade printers. The company has a modernly equipped plant in the Fraternal Aid Building, representing an aggregate investment of close to $20,000, with an annual payroll of between $10,000 and $12,000.

The preceding is a modest notice prepared by the publishers of the Gazette, but the publishers of the Journal-World believe it to be incomplete. The notice says nothing about the brilliancy of C. S. Finch as an editorial writer, nor of the untiring energy and broad capability of C. S. Hall, nor of Mr. Flintom's well known skill as a job printer; perhaps because these facts are well known to the people of Lawrence, but most likely on account of the modesty of the writer who prepared the statement.

The publishers of the Journal-World have been working along-side of these gentlemen for twenty-two years and have found them fair and reliable. While vigorous, they have been clean competitors, and it has been a pleasure to associate with them.

That the wolf has never hung around their doors to do his howling is shown by the fact that each member of the firm owns an attractive home, and finds time to enjoy life.

Something shown as to the State University Service

We have been especially interested in the accounts that were given of the schools and especially of the Haskell Institute, where Indian youth are taught to realize the advantages of

domestic, industrial and scholastic achievement, which, and the methods of instructions thereat, have heretofore been pretty fully treated in these pages, and of the State University, that, while devoted to the practical education and training of thousands of the state's young men and women to be efficient and public spirited citizens, is doing very important, direct services to the whole state.

An article by Prof. Merle Thorpe, in this special number of the Journal-World, under the significant caption of "Living in the Shadow of a Great University" shows some of the direct service rendered by the university, actuated by the Kansas ideals of practical usefulness:

1. Fifty thousand citizens from every county of the state received direct aid from the University of Kansas last year through its lecturers, its package libraries, its municipal reference bureau, its club program service and lantern slide series.

2. The University, through the Chancellor, has control over every quart measure, every foot rule, and every set of scales in the state. Under the University's direction, weights and measures are tested and the public is protected from unscrupulous dealers.

3. In the chemistry building men are working daily, analyzing foods from various parts of the state.

4. Across the hall from the food laboratory another set of men are testing the drugs that will be sold to citizens of the state.

5. On the floor above water from one hundred and fifty Kansas cities and towns is tested out month by month in order that the people may be warned of possible epidemics.

6. Over in the geology building men are at work testing the clay from various counties to learn if Kansas does not produce the valuable pottery material of Eastern Ohio.

7. Men from Snow Hall inspected during the past year 332,000 fruit trees, 81,000 of which were sprayed to save the orchards.

8. There is a K. U. orchard south of town whose yield was increased 600 per cent by scientific methods.

9. One thousand five hundred and eleven Kansas citizens received free medical aid and advice from the University hospital during 1912.

10. The University sanitary engineers visited 111 cities and towns last year, giving valuable assistance.

A Live and Co-operating Press

The press of Kansas has been noted as much as has come to be the State University for actual, promotive service to the people. Agriculture and all other industries have been helped through the state and the local press.

We have had frequent occasion to refer to the services rendered throughout the whole state, along these lines, by the State Journal at Topeka and other Capper publications, that have received the commendation of the home papers, which have rendered like services in their respective local fields. There has been a friendly co-operation between the press and state institutions, especially and notably the university and the agricultural college and all the people. The schools have been greatly benefited, Kansas has been built up by men of ideals and these have been largely found as the editors of the newspapers of the state. The press has co-operated with noble men and women—for the women, God bless them! have full recognition in Kansas—for the making of Lawrence the city beautiful, leading in schools, in morals, in industrial and commercial activities, especially prominent in beautiful homes, and the manifestation, everywhere, of the refined and aesthetic—for the beautiful in character, life and surroundings. What is true of Lawrence may be said, to a very great extent, of all the cities and villages of the whole state and of the rural districts as well. As learned by a study of this highly instructive and educational edition of the Journal-World, this co-operation of the press and the people and of the press and the schools has resulted not only in giving Kansas more students of college grade, according to population, than any other state in the union, the highest average of educated citizens, the greatest results from school research work and most numerous and useful discoveries from laboratory and field work in the colleges, but also the greatest agricultural and industrial achievements. In proof of this statement we quote the following from an article entitled "The Commonwealth":

One of her counties has raised in a single year nearly eight million bushels of corn; in four years corn worth eleven per cent more than all the money paid for Alaska, and in nine years corn which in value surpassed the cost of the entire Louisiana Purchase. Another county in a single season raised nearly 7,000,000 bushels of wheat, more than was grown in any one of twenty-three other states and territories. More than thirty-five million bushels of the Kansas wheat, so famous in all lands where delicious bread and pastry command a premium, was produced by two counties in five years. Unparallelled productivity.

Kansas' winter wheat crop this year, which for quality the millers say is the best they have ever ground, was, according to Uncle Sam's statistics, eighty-six and a half million bushels. This is fifty per cent more than was grown by any other state, and worth in nearby markets about $72,000,000. The Panama canal has been a stupendous undertaking for a nation, yet here is a single Kansas wheat crop which, by the time it reaches the ultimate consumer, will have been sold for considerable more than half the cost of the canal. From Kansas' more than a million acres of alfalfa was harvested an extra heavy first cutting, a fair second, and in many instances a third or fourth, of hay worth $14 to $16 or more per ton. The alfalfa seed crop, the greatest in Kansas history, at $5 to $8 per bushel, means to many a fortune in itself. The year's surplus products of the cows and hens sold for nearly thirty-one million dollars.

RAVENSWOOD STATION, CHICAGO, ILLINOIS

Entered at the Chicago Postoffice as Second-class Matter

BENJAMIN B. HERBERT - - Editor and Publisher
BENJAMIN S. HERBERT - - - - - - - Associate
WM. E. HERBERT - Supt. of Mechanical Department

Official Paper of the National Editorial Association
Member Ben Franklin Club of America, Chicago Trade Press Association, Illinois Press Association, Order of Pica, New York State Press Association.

Published Monthly.

SUBSCRIPTION RATES—In the United States, Cuba and Mexico, $2.00 per year. Canada, $2.50 per year. Foreign subscriptions, $2.85 per year.

ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION

CHICAGO, AUGUST, 1914

Some merchants are running their advertising as "Store News," and thereby receiving attention and making their advertising effective. All advertising should be news and informing, though the editorial function of giving opinions based on the facts, or drawing convincing deductions, may be a part of the advertisement.

* * *

The ad clubs of the different cities throughout the country are certainly to be greatly commended, not only for the high standards of ethics adopted and their intelligent and effective campaigns of productive publicity, but for activities in all lines for the promotion of the prosperity and welfare of their several municipalities. They are acting on the idea that the best promotion must come through improved conditions and the having the very best that is obtainable to advertise.

The Columbus, Ohio, Advertising Club has entered on a cleaning-up campaign that is to be so thorough as to make the Ohio State Capital a spotless town, spic and span, painted and calcimined—all that obstructs or offends, to be cleared away from sidewalks, streets and alleys. Beauty, cleanliness, sanitation, from cellars to garret in the homes and in front and backyards, streets and alleys are to be insisted upon and secured. It is needless to say that the press will aid the ad club. Newspapers in very many cities have done a splendid work along these lines and have given impetus to the work by offering premiums for the best-kept and most beautiful lawns and yards, kitchen and flower gardens, have furnished garden and flower seeds and the publicity and prizes have stirred up such enthusiasm among the young people as to brighten and cheer, and to awaken home pride, and good feeling and to accomplish wonders in making their towns beautiful. Such work has a double reward, it blesses, popularizes and extends the patronage of the newspaper, while it blesses and makes more prosperous those who receive and heed the admonitions and ministrations of the press.

* * *

F. B. Baillio of Texas, a Past-President of the National Editorial Association, has compiled a History of the Texas Press Association. Copies are to be printed and furnished to members at cost and extra copies will be supplied to the schools and libraries of Texas. It was a work of love, without charge or expectation of reward by the author, but he has received the thanks of the Association. Here is a good example for others in other states, who are so situated as to be able to compile histories of their respective associations. It is a good and useful work, and whenever faithfully performed, will command the sincere thanks and gratitude of those members of the calling who are most worthy of consideration as men interested in the standing and wellbeing of the newspaper press, that has served not only to preserve the living history of passing events, but has all along served as the promoter of all advancement, improvements, upbuilding and progress.

* * *

There is no good advertising that is not honest and all dishonest advertising injures the paper that prints it and lessens the value of all other advertising in the paper. Henry Dalby, writing in the Montreal Star, declares: "Good advertising must be truthful, interesting, persistent, timely. It must be published in a medium which will reach the class of people whom it is sought to influence, and it must show how to satisfy some appetency, some need or want or how to gratify some taste of the reader." He might have wisely added that it must be published in a medium that has the confidence of the readers, or that is known to be truthful and honest in its advertising as well as in its news and editorial columns. Advertising is teaching and the teacher must teach the truth or his teachings will be discarded or disbelieved.

The Elgin Daily News made another great success of its "Dollar Day" issue on July 16. The Dollar Day advertising filled twelve pages. It is a co-operative bargain day plan in which scores of leading merchants unite and make one dollar offerings to a remarkable extent. The dollar offerings, contrasted with the regular prices are understandable and the advertising is intensive as well as ingenious. Bankers as well as merchants unite in this advertising campaign. There is psychology in this kind of advertising and it must be effective and certainly has many advantages over the old "bargain day" exploitations. The dollar marks displayed throughout the ads and borders accentuate the dollar offers, and then a dollar offer is definite, clear, understandable and immensely enticing.

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There has been a good deal of foolishness written in the past about the benefits of competition based on the idea that all men are naturally at war, one with the other, in business, and that there must be the spur of constant conflict in order to secure efficiency, abundant production, excellence in product and cheapness of price. Greater enlightenment and practical experience have proved that, on the contrary, the old style of competition, which means the beating of competitors at all hazards, is the destroyer of efficiency, limits profitable production, is a bar to highest excellence in quality and increases cost, which in the end must increase price, unless manufacturers and dealers recklessly rush on to bankruptcy, which ever results in throwing people out of employment and rendering them unable to purchase at any price, and causing poverty and want. The people do not escape any burdens by this system. Every failure in business costs heavily. Efficiency, with prices founded on the cost of production and distribution, in which must be included a charge for wastes, the wearing out of implements and machinery, including the costly human machine, accidents, risks and losses, or wear, tear and use. Practical men in manufacturing and business have come to understand these things, but lawyers, who depend on adjudicated precedents, and our school bred political economists, who depend upon books and theories, seem unable to grasp the new truths and practical ideas.

The following, along the lines of existing knowledge and conditions, that appeared in a recent issue of the Los Angeles, Calif., Daily Times, illustrates, very aptly, the ill results of prevailing political theories among ruling politicians, the majority of whom know very little in regard to practical business or the needs or conditions of the productive industries:

I am a printer and have five hundred people on my pay roll. I am struggling to get work to keep my faithful helpers busy. So far, happily, I have succeeded. But many of my customers are now laying off men, shortening sail, and necessarily using less and less of my products.

If this "passive panic" continues I will be compelled to lay off my boys and girls or put them on short time at reduced wages.

When I do, the stores in this village will suffer, because my people will not be able to buy as they have in the past.

To kill the courage of a builder is to destroy, in degree, a pay roll.

To destroy a pay roll is to strike employers, employes, storekeepers, manufacturers and make women and children go ragged and hungry.

The present industrial conditions in America arise out of the fact that the attitude of our government is hostile to business.

Big business has come through natural evolution; it having been ascertained that men can work together in an organization much more economically than they can work alone.

Competition is not the life of trade. Competition pushed beyond a certain point becomes suicidal. To sell consumers goods at less than these goods cost, leads to a receivership, and the buying capacity of the consumer will suffer accordingly.

The most desirable thing is not a lower cost of living, but an increased ability of the consumer to buy.

High and low are merely comparative terms. If beefsteak is thirty cents a pound and I have a dollar in my pocket, I can buy beefsteak all right; but if beefsteak is five cents a pound and I haven't the five cents, I will be a vegetarian. The many endeavors to invoke the Sherman Act have killed initiative, destroyed originality, ironed out invention, and subdued employers to a point where they dare not venture on new enterprises.

There is no partisan politics in all this. It is only applying common sense to present conditions. Herein the newspapers of all parties and no party alliance, but aggressively independent for all that pertains to the common good and general welfare, have promising opportunities for useful service and pressing duties to themselves and to all from whom they seek confidence and support. It is the privilege and the duty of newspapers carefully to study, honestly to interpret and fearlessly to proclaim and uphold the new truths as to the value of co-operation founded on honesty, justice and the general good, insisting on intelligent understanding of the legitimate cost of production, and then, square dealing, founded on this intelligent understanding.

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If your advertisements fail to convince they will be of little value or none. When you get folks to believe what you say, you must still back your statement with proofs.

A Great Chautauqua Meeting of Editors

NEBRASKA editors seem to have solved the problem of securing a great representative convention of the editors of state home papers. We quote first from an account in the form of a letter to the members of the association sent out by the newly elected President, Henry Allen Brainerd, editor of the Hebron Chronicle:

The Great Chautauqua Meeting

It came to pass in the reign of Wilson, the great, that a small body of men, known as the executive committee of the Nebraska Press Association, met in the rooms of the Lindell hotel, in the city of Lincoln, to arrange for the coming meeting of the association for the year 1914.

At this meeting the committee agreed to try for an experiment the holding of a chautauqua meeting. To this committee will be given the credit of arranging for the first meeting of this character with the association of newspaper men in the known world. It was thought that perhaps the thing would not be a success, but we were on the qui vive to try the experiment and how well it has turned out is known to you all.

The Day Has Arrived

As I entered the grounds of the beautiful Epworth Park, for the first time in my life, on the evening of Wednesday, the 17th day of June, 1914, I was indeed struck with the beauty and excellent arrangement of the grounds. And every moment that I was there until the last gun was fired I became more and more impressed and enthused with the loveliest of spots in the grandest state in all God's universe. The tents reflected an inspiration. * * * * *

As every moment almost brought some new face before us we were continually on the line of greeting and welcoming. Our hearts were warmed to a fever heat, and no meeting ever held tended toward the familiarizing and warm, friendly spirit of harmony and good will, as with the spirit of God, was held in sacred reverence during the entire convention.

Registration Day

Thursday was registration day and the getting ready for the work. It was said, and I believe it true, that the largest registration was made on that day than any previous opening day in the history of the association. And they continued to come on every train and by auto and other conveyances, until the total numbered over six hundred. There were over a hundred children on the ground, and all the little ones had a great time.

Sports and Amusements

That the Nebraska Press Association had some sports in every line goes without saying. The band that was organized from out of the ranks of newspaper men were of the best, and under the leadership of Frank Harrison made music that none could be ashamed of. Of baseball players there were many, and several most excellent games were furnished to an admiring assemblage. There were boys who could run and jump and play tennis, croquet and all the games of the season, and there was something doing in that line all the time.

The baseball game between the North and South Platte teams will be one long remembered, and also the one between the republicans and democrats. My side won every time, for I am a republican and live in the South Platte country.

The running races, jumping races, and all will go down into history with record breaking marks all along the line.

The Moving Pictures

One thing that I must not fail to mention and one which I wish every person in this state could see, was the moving picture of "The Greatest Show on Earth." It was taken by the Cornell Film Company of Lincoln, and I must say it is fine. I have seen the picture, and I wish every newspaper man who lives in a town where they have a "movie" theatre would try and get the same presented before their people. I have asked John M. Tanner of South Omaha to secure the picture for the benefit of the boys when we all go to Omaha on July 20, 1914.

The Entertainments

The local committee did themselves proud in the securing of the richest talent for our entertainment. We especially feel grateful to the Epworth Park management for the donation of their beautiful grounds; to the Britt Lyceum for the presentation of some of their best talent; to Mrs. Lilla G. English and her accomplished

The Local Committee

daughter for their charming program; to Professor Condra of the state university for his able picture lecture on the development of the state; and we wish every man, woman and child in the United States could see this wonderful production; it makes us thank God that we live in Nebraska, the greatest state in the greatest country on the face of the earth.

Then there was Rev. H. H. Harmon with his wonderful travelogues on the Holy Land—rich, inspiring, wonderful; and Bishop Tihen; Frank Harrison down in Guatemala; then there was Dr. F. L. Wharton's magnificent sermon Sunday morning, and Chancellor Avery's wonderful Bible class. It was all of marked interest and we have not yet gotten over its wonderfully manifest power. It seemed to me that I was even at times in the presence of the Holy One, and was led to exclaim, "How wonderful are thy works, O Lord."

Then on the other hand there was the great ball game between the Lincoln and Wichita teams. We all went out in special cars, and headed by the Frank Harrison silver cornet band, occupied the best seats in the auditorium, and the way we rooted and "hollered" for

Lincoln wasn't slow. In fact, if it had not been for the Nebraska Press Association there would not have been a corporal's guard. Then we might speak of the reception at the Commercial Club's new building—the finest commercial club rooms in the state. They are indeed magnificent; and the play at the Oliver theatre which we all enjoyed so much. And there was so much doing all the time that we were hardly out of one thing before we were into another, and the good boys kept us going all the time.

But in our hurry and bustle we would not forget the most excellent business sessions which we held at the proper times. Surely our boys have some excellent talent, and it was displayed in mighty power during this session. I wish that every word that was uttered could be put into print and read again and again.

* * * * * *

Excellent Suggestions, Worthy to Be Heeded and Adopted By All Editors, Printers and Publishers and Other Officers

Now that you have seen fit to honor me with the presidency of this beloved and respected association, I want to make this year the very best in the history of

Editorial Band

newspaperdom in this state. And I want the co-operation of every newspaper man in the state. It is for every printer to become a member of this organization, and I trust that you will all see your way clear to join us at our next annual gathering. We need your aid and you need ours, and by "joining hands and circling all around" we can accomplish that for which we are sent. Not only the dissemination of truth and the news of the world, but we can command our rights without causing the disrespect of our patrons and friends.

I would like to see the Nebraska Press Association incorporated under the laws of the state, for by incorporation we can command our rights and have the goods delivered. With the assistance of the various committees your president will endeavor to bring about these necessary adjuncts and to incorporate some very needed reforms in the business ends of the association.

I want to see the association placed upon a firm financial basis, and I have the sanction of my executive committee that the same will be done during the present administration. We are very thankful that the condition of the association has improved during the last year, but there is room for far more improvements, and I, with the help and assistance of the executive committee, as well as the backing of every member, will do everything in my power to make it a firm financial organization, so that we can do business on business principles and have the cash to back it up.

It was decided that the executive committee and the committee of associated newspapers, as well as the legislative committee, hold a meeting in Lincoln some time this winter during the legislative session. This will be known as a mid-winter meeting, and invitations will be issued to the fraternity, and we would like to have as many of the brethren as possible be with us.

The Kinder Nook

We will try and make it interesting, and we can take the legislature by storm and mingle with the lawmakers, and when the press and the law-makers get together there ought to be something doing.

I also want to urge again that all the printers in the state take steps towards associating themselves with us. You will profit by the same, and if you attend regularly you will never forget it, nor regret.

A great many of us when we go to these annual meetings attend more of the pleasurable features of the sessions than the business sessions. This should not be. While the entertainments are delightful and pleasing, the business sessions are far more beneficial, and I trust that when the next session of the association meets we will have a larger and more interested attendance than ever before.

* * * * * *

I would like to see one whole day or even two devoted exclusively to the discussion of the cost system of printing, and think that the time could not be better improved in any other way than by taking this vital question into serious consideration. The printing of today is far more expensive to the printer than ever before, and we are giving our work at practically the same old rates. I believe our patrons would think more of us and turn in and assist us so that we all would be better satisfied, if we would adopt a cost-system that would give us ample pay for our work, thereby giving the patron cleaner and better service.

I would that we were able to employ a censor. One who is qualified and capable to tell us our good qualities and the bad ones. There are many young men just starting into this work who would be greatly benefited if this branch could be taken up. We were all green at the business once on a time, and even now some of the older as well as the younger ones need the assistance of a competent teacher.

I would very much like to see every district in this state organized into a district association this year. Some parts of the state are already at work in this line, and it would be to our interest and to the interest of every patron of the newspapers if this could be done. I would be mighty pleased if I were a rich man this year, so that I could cast the work on other shoulders and go out and visit every district in the state. No business is so pleasing to me as the newspaper work, and now as I am rounding out a half century since the day when I first learned the cases, the work is dearer to me than ever. I have had my ups and downs, and mostly downs, but still I love the work, and would like to be a traveling printer just to visit and get better acquainted and learn of you.

If every member and every printer would see the printer's art through the same eyes as I have seen it for the past thirty or more years, it would not be long before all these things would come to pass and we could have all the things for which we pray, and the printing and publishing of this great world would advance one thousand per cent.

In a short time I may write another letter, and bring out some new points, but now I must close, for my work of issuing this write-up requires much work and there is but little time.

Again thanking you one and all for your interest and your favor, I beg to remain,

Your most obedient servant,
HENRY ALLEN BRAINERD,
President N. P. A. 1914.

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Honored at His Home

Among the pleasant aftermaths of the convention was a reception given to the newly elected president on the arrival at his home. Of this affair the Omaha World-Herald had the following account:

When the editor of the Hebron Champion, H. A. Brainerd, the newly elected president of the Nebraska Press Association, stepped from the train upon his arrival home, he was greeted with an ovation such as never has been accorded any man since the day when Bryan marched triumphant into this city. The band met him at the train, and auto loads of citizens were there to do him honor. A specially decorated auto was in waiting for his reception, and he was escorted up town. Messrs. T. A. Willmore, H. M. Cruise and others made short addresses, to which the editor feelingly responded. The speakers said that inasmuch as the editor of the Champion had been the leader in every boost for the city in which he lives, that it was right and proper that upon the attaining to the presidency of the press association that he be recognized by his home people.

Mr. Brainerd has been the recipient of one continual round of congratulations since his home-coming, and he takes it all in a good-natured way, the same as has made him so many friends since he came to this county twenty years ago.

This shows that Nebraska appreciates the newspaper men. To be elected the president of a state press association is no small honor and it is an honor that is reflected on the editor's home city and helps to put it on the map and to give more valuable and greater publicity than can be secured by any local member of Congress, and it speaks well for the intelligence of the citizens to recognize such an honor.

The Proceedings

The program and all the proceedings of the Nebraska convention were full of interest. The following are the other officers elected:

Vice President, Horace M. Davis, Ord; Secretary-Treasurer, C. C. Johns, Grand Island; Corresponding Secretary, Marie O. Weeks, Norfolk.

The committees appointed by the president are as follows:

Executive committee: C. W. Pool, Tecumseh; G. S. Foxworthy, Lincoln; A. V. Shafer, Republican City; Henry C. Richmond, Omaha; John M. Tanner, South Omaha; Emerson R. Purcell, Broken Bow.

Marie O. Weeks, Corresponding Secretary Nebraska Press Association, Norfolk, Neb.

Resolution Committee: A. B. Wood, Gering; Cyrus Black, Hickman; A. S. Pettit, Bruning; Mrs. Mary E. Hitchcock, Lincoln; W. C. Israel, Havelock.

Memorial Committee: Mrs. J. C. Voline, Auburn; Mrs. Elizabeth Backus, Pierce; Mrs. Media McNeil, Beaver Crossing.

One of the best things ever done at a press association was the legislative meeting held during the session, at which the matter of legislation was profitably discussed. At the close of the meeting a committee was appointed, and anyone having any legislation they want presented before the legislature will please present the same to either of the following gentlemen:

John M. Tanner, South Omaha; N. J. Ludi, Wahoo; D. C. VanDusen, Blair; C. K. Bassett, Hyannis; Emerson R. Purcell, Broken Bow.

Another important matter to the newspaper men taken up, and one which every newspaper man should take an interest in, is the association within the association and which is known as The Associated Newspapers.

It is a well known fact that "in union there is strength," and if one newspaper goes after advertising among the advertising agents alone there is not much doing; but if they are united and have a man to handle

the business for us, we are more sure to get what we want than in any other way, and I would advise every editor in the association to join this part of the association in order to secure better and larger results.

Mr. Pruden, representing the Frank Presbrey Company of New York, who delivered a very able talk along this line, advised the consolidating and that each man go into an association of this character. He told of the advantages thus to be derived, and you should at once write Secretary Johns at Grand Island and secure the necessary literature toward the affiliation of members.

The committee on this branch of newspaperdom for the coming year is:

Frank O. Edgecombe, Geneva; C. F. Clark, David City; A. B. Wood, Gering; Eric Morrell, Oakland; E. R. Purcell, Broken Bow; H. M. Davis, Ord; A. V. Shafer, Republican City.

Topics Discussed and Other Matters

The State Journal, Lincoln, said that the gathering of the editors in their Forty-second Annual Convention seemed like a home-coming, yet there was time for business addresses and discussions and on the Sabbath there were six separate services for the editors, as follows:

11 a. m.—Sermon by Dr. Fletcher L. Wharton.

12 m.—Sunday school, Chancellor Avery, superintendent.

3 p. m.—Sacred concert by the editorial band.

7:30—Song service, led by Professor Miller.

8:00—Address by Bishop Tihen.

8:30—Illustrated story of the Holy Land by Rev. H. H. Harmon.

Rev. F. L. Wharton's Sermon

In his sermon on the press, its purpose and end, the Rev. Mr. Wharton said in part:

"First let me remind you that society is a real being. It has a body, legs and arms, a mind and moral nature and a will. Society brings things to pass, such things as no one member of it or individual could possibly bring to pass. Society has a mind of its own. The social mind is superior to any individual mind. The thoughts of the public, the ideals of the public, the judgments of the public are to be regarded beyond those of the wisest man among us. Public opinion is greater than the opinion of any man or of any class of men. This is why every normal man defers to it and all other men fear it.

"Society has many institutions, the family, the school, the church, organized industry, and not the least of them is the press. The press lives and moves and has its being in God. It came of God. It is also coming of God, for it is not all here. It is always arriving, it comes as the orchard, the garden, the wheat fields. Men do not have everything to do with the press, it is not a manufacture but a growth. It is the output of eternal providence. It is a great strange thing with a mind, and with hands and feet.

"The press brings to society, morning by morning, a new intelligence and much else. It is democracy's senate. It is forever deliberating, forever debating.

"The great purpose and end of the press is to advance civilization, to promote the welfare and happiness of the community. Whether the press actually serves this purpose or not must always depend upon the faithfulness of the men employed, upon managers, editors, reporters and last but not least, the cartoonist. More than all it must depend upon the taste of the public at large, upon society itself.

The Press Serves Purposes

"Probably no other of our social institutions serves the purpose of its being more satisfactorily than the press. What this nation is today is largely due to the press of the country. The press has probably come as near to doing her share of the service needed as have the schools and the churches.

"And yet the press is not all one might wish. In the first place not all those who have to do with the press realize that the purpose and end of the press is more than a mere business enterprise to be maintained and managed by the publishers. Some think the purpose of the press is merely the publishing of a paper for revenue, with the welfare of the public a mere incidental feature. This has resulted in what has been called the new journalism, wholly and purely selfish.

"It is made to exist for itself and not for the common good. The business manager determines the policy of the paper. The editors do their work simply for pay, regardless of their convictions. They are like the soldiers of fortune of the middle ages, knowing no native land to defend and no country to call their own; hiring themselves out to fight for any ruler who will pay them. Such is the character of many, not all of the editors of the yellow press.

"Reporters are employed under the same condition by these misguided papers. The order is to bring in news that thrills, whether it be fact or not fact, whether it destroys reputation or makes it, whether it ruins a home or saves one, whether it stimulates public confidence or weakens it.

Sometimes Power for Evil

"The advertising columns of such papers are often revolting. In these columns are plague spots, out of which rise evils which defile the public mind and poison the national life at its deepest springs. Not the least of the evils is the prostitution of the cartoon. No editorial, no dispatch, no word or speech so penetrates the very consciousness of society as does the cartoon, used by the paper that looks simply for money and partisan returns. In such a paper the cartoon becomes the enemy of society that well shames the devil.

"Such journalism gives nothing to society but takes with both hands. It is like the sucker growing on the stalk of corn.

"The other mark of imperfection in the press it has in common with all other living institutions. It is not full grown and for that matter never will be. It is always in process of becoming, yet never arrives. To arrive is not its nature.

"The decline of the editorial department is very marked. It is as marked as the sermon. It was a matter of remark in two or three of our more recent presidential elections that the choice of presidents was not the choice of the editors of the country. This was not the case in earlier elections.

"The editorial corps should widen its view. The size of the journal depends upon its vision. The press needs not a new department but an extension of its service. Society is a growing thing. It is constantly taking in new territory. New human interests are arising in every direction. Social ideals are enlarging and public activities are expanding. To meet the needs of this enlarging social life the service of the press must be enlarged.

"Stop patching up and construct. Build up anew. There is a call for more constructive writing and a little less of the reform kind.

Need a Constructive Policy

"The public would tolerate a little less interference with some of its movements and would welcome a little more inspiring editorial notice of the positions, aspirations and endeavors of great multitudes of people who weary of forever patching old things and would rather devote some of their energy to making new ones.

"Were I to criticise the editorial I would say that it needs emotionalizing. It is now thoroughly exact but it is too exact. It is often faultily faultless and icily regular. Might not both the news columns and the editorial columns be improved by taking some of the thrills out of the report of divorce court or police court cases and putting the thrills into the editorial on loyalty to social ideals?

"Men feel before they think. Emotion is the life side of the being. Let the editorial columns appeal to men's hearts as well as to their minds.

"Deeper religious life is the need of many newspapers of the country. Society's interest in religion is growing year by year. We have the sex problem clothed in religion in books, plays and art; I do not preach a dogmatic religion for the newspaper man. I care not whether it be catholicism or protestantism or no doctrine at all. But the newspaper man should make religion express itself in life. The editor needs to be at bottom deeply religious, and it's not what he thinks that makes him religious. It is what he feels and what he makes his readers feel."

Among the topics discussed at the convention were:

"How to Build and Hold Circulation," Emerson Purcell, Broken Bow.

"Getting Out Better Job Printing," F. C. Baldwin, Grand Island.

Ross Hammond gave an address on "How to Make the Ideal Newspaper." He argued against unclean editorials. "Let us remember," he said, "that the other fellow's character is as sacred to him as ours is to us. When we are writing, we should write as we would if conditions were changed and we occupied the shoes of the man about whom we are writing."

Mr. Hammond is strong for the two sides of the newspaper; the news and the editorial. No paper is complete without the editorial feature, he argued. The news side of the paper should be free from color and personal opinion; the editorial columns should reflect an intelligent conception of public needs.

The Resolutions

The following resolutions were adopted by the association:

"Ever mindful of the dignity, opportunity and responsibility of our beloved profession we are impelled to give expression to our satisfaction in the renewed interest we have aroused and the higher ideals we have felt inspired to attain at this forty-second annual meeting of the Nebraska Press Association. We note with pleasure the evidences of unaltered progress of our craft. We have come to a time when publishing and printing has become so important an industrial factor in our state as to make it second only to the great packing industry, measured by the value of the output and the number of employes engaged. We should therefore impress ourselves and convince the public of our material worth to the communities in which we live, that we may take and hold our proper places in them. We also acknowledge increasing obligation to the public we serve. We declare it to be our solemn and sacred purpose to aid so far as we may be capable in promoting the public welfare. We realize the power of the weapon we have in our hands and we pray that it may be only a sword of truth and not an instrument of hurt or harm. We dedicate ourselves anew to the righteous purpose of guarding against undeserved injury to character or injustice in any form. Our hope is to neither deny justice to the humblest and most defenseless, nor to withhold merited condemnation to the highest and most powerful.

"Whereas, the last meeting of this association committee was appointed to analyze and report upon needed changes in Nebraska's tax laws, and,

"Whereas, The committee so appointed has submitted an elaborate report and argument thereon, therefore, be it

"Resolved, That this report be referred to the editors of the state with leave to print, to the end that the recommendations made therein may be considered and discussed by the newspaper readers of Nebraska:

"Resolved, That the matter of personal property assessments be referred to the legislative committee for action.

"Resolved, That we regard the printing of stamped envelopes with return cards for persons and firms as an improper invasion of our field of business opportunity. It is done at a loss to the government and therefore while taking legitimate patronage from the printer, it is levying a tax upon the people for the benefit of the rich and powerful who are the principal beneficiaries. We therefore call upon our representatives in both branches of the national congress to oppose and end this unjust proceeding.

"Whereas, The time is come when Nebraska should be advertising her wonderful resources and her marvelous productivity to all the world, therefore be it

"Resolved, That the Nebraska Press Association, in forty-second annual convention assembled, do go on record as favoring the celebration of fifty years of statehood by the holding of a great semi-centennial exposition upon the state fair grounds in the City of Lincoln.

"Whereas, This meeting of the association has been held under unusual conditions we hereby give expression of our gratitude to those who conceived this unique camp meeting plan for the state association. We have been brought into closer social contact and have thus profited in the sweet communion of kindred spirits. We are deeply indebted to those who have so freely and generously contributed to our profit and happiness."

An interesting program was congested into a narrow strip of time during the afternoon. There were no waits or delays. The business session of associated Nebraska papers was no sooner dissolved than the big assembly gathered for the early afternoon's program. F. J. Prudden of New York was the feature speaker of the afternoon. He was the feature because he had a message that Nebraska editors were particularly eager to hear. "Advertising Rates from the Agency Standpoint" was a theme entirely new to most of the editors. They had battled with the converse phase of the problem until battling seemed useless. To have one of the big agencies represented in flesh and blood before the convention was a distinct departure from custom.

Pleaded for a Standard Rate

Contrary to general expectancy, Mr. Prudden did not say the things expected of a representative of big business. He didn't encourage the practice of cut-throat methods in advertising. The speaker stood firm in advocating a standard rate. In his connection with publications all over the country, Mr. Prudden has encountered a tendency on the part of publishers of state papers to accept any old rate that is offered them. He wants editors to feel that such a tendency on the part of an editor is not productive of a broadened influence. He touched on the character of a newspaper and said that the best upbuilder of character was strength and steadfastness of purpose.

A round table discussion on the agency standpoint of advertising was productive of a dozen or more talks. M. A. Brown of Kearney camped on the trail of what he termed "Free Space Grafters." It took only a breath to discover that Mr. Brown is not friendly toward this specimen of the publicity field. He drew a picture of the ideal paper without including any reference to the free space pest. Admitting that such an ideal publication was rare, the Kearney publisher was optimistic enough to claim that all things are possible, even to the ideal paper. His final thrust was in these words: "There is more free space given to advertisers in the average towns of Nebraska than these same towns give to charity." Horace Davis, who is burdened under a $50,000 libel suit, gave this credit to the foundation of the suit, involving considerable of his fortune: "One of the results of giving free space for the protection of the community." Mr. Davis took a broad view of the subject. Despite the libel suit thrust upon him, he took credit onto himself for such a condition. He refused to blame the man or the community that draws profit from free space. He blamed the editor. Two doctors came to the city of Ord. Mr. Davis was induced to warn the city that the intentions of the medical men might not be as claimed. He took the cue and in an attempt to serve the community in which he lived, he fell prey to the libel germ.

Adopts Code of Ethics

The associated papers of Nebraska adopted a code of ethics at the Tuesday session. The code committee was composed of C. F. Clark, David City; W. F. Cramb, Fairbury; Clark Perkins, Aurora. Following is the code as accepted:

"Editor's opinion should never be sold or bartered, nor should news be distorted nor suppressed for a consideration, but news should be suppressed where its publication would do more harm than good.

"All copy received at a newspaper or printing office should be held in strictest confidence and no advantage taken of information received from copy, by any publisher or employe.

"Editorial opinion should in no wise be influenced by advertising or the free discussion of matters of public interest curtailed by the business end of any newspaper.

"Political announcements should be taken at a stated, published rate and the payment of such price should in no wise obligate the publisher to give support or recommendation.

"No advantage should be taken of the misfortune of another publisher and publishers in the same town or locality are recommended to work together with a brotherly feeling of mutual interest. No attempt should be made to secure trade secrets from the employes of another, nor to interfere with such employes, nor to employ discharged employes of another publisher without full investigation.

"The latest approved business methods in the conduct of the newspaper and printing business should be used in order to insure more adequate financial returns and secure greater respect for the profession. Fair prices for all service should be established and maintained, the same rate to all for the same service.

"Unnecessary controversies should be avoided and all discussion through the columns of the press should be dignified and fair.

"Publishers should assume a certain responsibility for the advertising in their paper. Truth and reliability should be required of all advertisers."

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H. A. BRAINERD, HEBRON, NEBRASKA
President Nebraska Press Association

Henry Allen Brainerd was born in Boston, Mass., November 4, 1857. Went to the public schools and graduated at an early age with high grades.

When about eight years old he learned to set type

Henry Allen Brainerd, President Nebraska Press Association

on the Youth's Companion of that city, and here he started to learn the trade of printing.

His parents moved to Providence, R. I., in 1872, where he went to the Bryant & Stratton Business College, and June 25, 1875, graduated with the highest honors of his class, passing through the school in shorter time and the youngest graduate the school ever turned out up to that time.

In 1880 he started west and arrived in Nebraska in 1882, and in 1883 went to Milford and became associated

with the Milford Nebraskan, which paper he owned several years. He also worked on the Lincoln and Omaha papers and many of the larger city dailies during his journey west.

He has owned papers in Milford, Sutton, Bennet, Chester and Hebron, coming to the latter city in 1905, and purchasing the Hebron Champion, which paper he still owns.

He has been a member of the Nebraska Press Association thirty-three years.

He married Miss Clara Castle at Seward August 17, 1892, and has five children, four girls and one boy. The papers of Nebraska speak of him in highest terms of praise.

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A HOPEFUL BUSINESS OUTLOOK

The Boston Typothetae Board of Trade, 176 Federal St., Boston, Mass., is sending out the following reprint from a recent issue of the Boston Globe, as a hopeful and sane view of existing conditions and of promise for the future:

"It is the consensus of opinion of some of the keenest and most farsighted men that the United States is entering on an era of prosperity that will completely over-shadow even the great periods of business prosperity that have already come to this country since the Civil War. They assign many sound reasons for this.

"The first—and the one which is the most significant to many of them—is that we have gone through a season of business depression for the first time in our history without a panic. The old-time speculators who could always scent a panic and make money out of it are completely confused. They have seen a financial state of affairs never before known; they have seen the banks full of money during a business depression and no particular call for money on any side.

"They have seen Europe throw back into this country from $250,000,000 to $300,000,000 worth of securities and have seen these securities absorbed and the gold sent to Europe without any particluar fuss. That would have meant a panic in the stock market at least a few years ago.

They have seen a tariff enacted lower than the Wilson tariff, and yet they have seen raw wool, one of the best tariff barometers there is, sell higher than before.

They have seen a delicate railroad situation, that would have created a financial panic at any time in the past, studied and pondered over in a way that has simply taken the breath from speculators. The people have refused to become excited over it. They want it settled, but they want it settled right.

"Why? Because the railroad industry is not the one dominating industry of the country any longer. While financiers have been juggling railroads the past 25 years business men have been building up other great industrial enterprises all over this land.

"This is a bigger country than it ever was before. Its potential possibilities are being more and more realized in every direction. The farmers have become scientists, and the arid lands and the swamp lands are being reclaimed everywhere and being made to yield in such abundance as was never known before in the history of farming.

"Why then have we had a business depression in the face of these things?

"Simply because a great many people thought we ought to have it; we should have it; and must have it; it was due.

"It was largely a mental state. There was no real need of it, or for it. Business men see that more clearly now. But many of them are more satisfied apparently because we have had it. And they have learned something.

"They have learned that you cannot have panics unless there is 'tight money'—unless the reserve is tied up, as it was for the past fifty years—tied up when it was most needed. This business depression we have been through has been valuable in that it has demonstrated to all the people the wisdom of the present system of flexible currency. The old conditions have disappeared forever. Panics will not be feared.

"So now that the lesson has been learned, and that the greatest crops in the history of the country are in sight, it is up to everybody to forget the mental depression, start in quickly and get aboard the prosperity train that has been simply standing on the track waiting for the engineers to oil up for a long run."

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A TENTH ANNUAL HAPPY, INSPIRING AND INSTRUCTIVE OCCASION

Getting Members of the Advertising Force in Personal Touch

The annual round-up of the advertising force of the Capper publications was held July 9-11 at Topeka, Kan. This is not a school for training solicitors, nor a "ginger" convention. Its purpose is to secure personal contact between the home office and the men in the field, and vice versa, and to confer on the practical details of the work of the organization.

This is the tenth meeting of the kind that has been held by the Capper force. Marco Morrow, director of advertising, presided at the sessions and guided the discussions. Friday evening those in attendance were entertained along with the six hundred other Capper employes at the home of Mr. and Mrs. Capper. Saturday morning they were given an automobile tour across a good part of Shawnee County, where they gazed in wonder at fields of wheat in shocks so thick it was hard to get through between them, and at acres and acres of corn around twelve feet tall, and with ears that could just be reached by standing on tip-toe. Also, maybe a little more awe inspiring still, beautiful alfalfa meadows galore. The men from New York asserted there was nothing equal to it between the Atlantic and Kansas.

Those in attendance at the conference were: Marco Morrow, L. R. Booth, E. W. Rankin, F. R. Corbin, J. L. Vincent, L. H. Schenck, W. S. Galloway, F. F. Howard, Paul E. Hoopes, F. B. Cunningham, A. A. Frantz, William Temple, W. E. Hinesley, W. B. Flowers, W. R. Gilmore, K. Erwin; New York office—W. T. Laing, H. V. Johnston; Chicago office—J. C. Feeley, C. C. Clark, J. P. Fletcher, S. C. Berberick; St. Paul office—B. P. Bartlett, A. W. Pinnell; Kansas City office—T. D. Costello, H. W. Mitchell, Fred Aldrich; Omaha office—J. T. Dunlap; Oklahoma City office—M. L. Crowther; Moberly, Mo.—W. E. Cundiff; Fieldmen—A. B. Hunter, J. W. Johnson, Edw. R. Dorsey, J. R. Johnson, C. H. Hay, W. L. Blizzard; At large—J. A. Hill, Geo. O. Boone.

MORE WORK THROUGH PUBLICITY

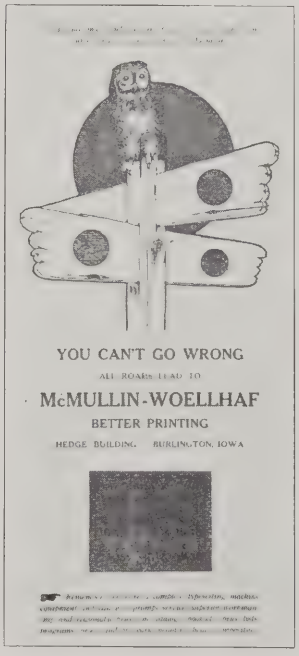
Address all samples and communications for this Dept. to Harry Albro' Woodworth, 43 St. Botolph St., Boston, Mass

I FEEL honored at having words of mine quoted on a blotter that shows them to be true (1a). I am also flattered at being alluded to as a "well known Boston critic," though I believe my critical labors as well as my other work are rather better known outside of Boston than in it, and I never thought of myself with the awe that is naturally inspired by the words "a Boston critic."

I have been far from Boston since (in 1900) I began to write from Boston to the National Printer-Journalist, but I do not expect to get on the list of the Boston "Hall of Fame," the first hundred names of which has just been compiled. There are, it is stated, two rules that have been followed in the selection of the names: one must have been dead for thirteen years, and have performed his life-work in Boston. Presumably, however, judging from the very choice list, one must have done work very well worth while to get a place among these truly great folk. The rule as to having performed one's life-work in Boston has been broken in at least one instance, and that was in the case of a Boston-born printer—that printer whose father took him around to all the different work places in order that he should decide what he would be—and though it was before the days of the cost systems, he elected to be a printer. His name was B. Franklin, and he was not discouraged, when he made up his mind to wake up Philadelphia by starting a paper there, at being told it was no use, as there was one already. But to the blotter.

The poet is evidently misquoted, as Lowell asked "What is so rare as a day in June?" which remained unanswered until some soulless critic pointed out that a day in February was rarer. Whatever may be said of the somewhat extravagant boast made for the sake of advertising by McMullin-Woellhaf, there is no doubt that the spirit of the month so often eulogized by America's greatest nature-poet is well caught in the illustration, with its coloring that I wish I could show you all. The introduction of the eternal work-mark of the McMullin-Woellhaf in place of a rose at the bottom of the calendar was so subtly contrived that it really does not detract from the charm of the picture.

It is a sort of relief to get a May blotter from a printer (1b) without the ingeniously displayed sentence, "MAY we do your printing?" Here again the poetic license that consists in misquoting a poet seems to have been



No. 1a

No. 1b

taken. I presume some such couplet as is here "run in," after the style of Walt Mason, is in the "Marmion" of Sir Walter Scott (I am unaware that Lord Marmion was so much of a dude as to spell his name "Marmyon.") But the meter is faulty, as is the case with none of Sir Walter's heroic couplets. The owl is certainly impressive against the background furnished by the orange moon, outlined in black. The work marks on the guide-posts and the calendar are also orange with an over-printing of black. It takes the copious leading and other spacing employed by McMullin-Woellhaf to

make the bold Cheltenham look well on such a job.

Speaking of the typography of Walt Mason's poems, of course Uncle Walt was not the originator of a style of verse-printing that appeals less to the eye than to the innate ear. But he has done so much writing in this way, beguiling people into reading verse who would not otherwise do so, and holding them by his philosophy and humor, that any one else doing the same thing would seem to be an imitator of this syndicate bard. This reminds me of the scare thrown into a new friend of mine whose card reads "Poet—Panhandler—Printer" (though I think he is more of a Pan than a Panhandler. Pipe that?). He has been writing a series of modern fables in which he has capitalized the nouns, and a Boston newspaper man told him that George Ade had a copyright on that style, so he was greatly depressed. He was formerly a member of the Roycroft colony, but sought the woods during the Roycrofterie Printeries' working hours, "living up to the Roycroft ideal of "getting back to Ma Nature," he called it. So Mr. Hubbard fired him, but he refused to go on the ground that he had two dollars in the Roycroft bank. So the Fra said:

"Then stay. I will be obeyed."

Some years later, he was requested to leave, as he told the artist who drew him and the artist who drew him out, when he brought an oboe spot to the Boston Traveler, because he worshipped the Fra so that he refused to cut his hair. Heartbroken, he left.

(An oboe spot is a red spot appearing in some of the numbers of an issue of that paper, which entitles the finder to have his picture drawn by the Traveler artist, and to be interviewed by a reporter in connection therewith.)

The printer-fabulist met Father Hubbard on Boston Common, where all celebrities foregather, and asked the opinion of the sage as to his liability of being placed in the refrigerator for infringement of copyrights because of conspiracy against the upper case.

"My boy," said the friend of "aspiring littery fellers" from Reedy to Rockefeller, "a man named—Aesop—used—that same—style—two thousand—years ago;—and when—the critics of that day—told him he had stolen it from—the Egyptians—he told them—to go—plump—to Hell!"

The name of the new humorist is Robert H. Williams, and I understand he is about to conduct one of those fierce departments known as "Co'yumns" in a Haverhill paper. He has been delivered of the caul already—it is to be cauled Haverhillarity. Believe me, Mr. Williams is started on a career that will wind up either in the pen or the Hall of Fame. I predict the latter—take it from muh.

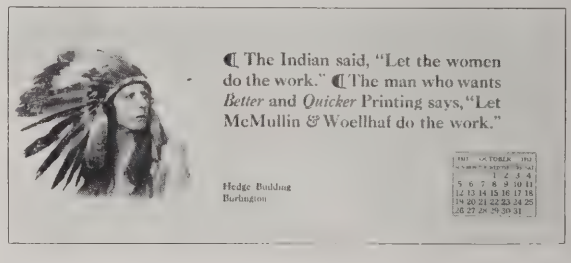
Speaking of the upper case, I must record the co'yumn-conductaire's idea of this department.

"I'll bet," he says, "that when this 'More Work' dope gets to the National Printer-Journalist office the comp yells down the chute: 'Hi there, Bill! Shoot up a barrel of cap I's.'"

The reflection is just. I know I work the grammatical form yclept by Charles Austin Bates—"ye perpendicular pronoun"—pretty hard—and don't pay it extra either, but Mr. Willyums forgets that this is the age of machine composition outside of the Roycroft shop. And it is not the evil I of egotism. It is the I of the soul of Interest, of cameraderIe, of friendshIp, I trust. One of the valued contributors to the department writes: "I like your department, 'More Work,' better than your other stuff, for you seem to be really talking to us." Of course I am—and in spirit I am in your print-shop and hear the click of the type in the job-stick and feel the tremor of the presses.

John Phoenix said he saw no reason for an editor to use "we" instead of "I" unless he had a tapeworm.

Guess I might as well get back to the print-shop of McMullin-Woellhaf. Here (3a) is a blotter of these rare printers that reads the way a blotter is generally used (when it it not placed upside down over the matter to be blotted). It is in a deep photo-brown, and how beautiful such a blotter is, with its contrasts of light and dark! The Indian has many virtues, the chief of which is being picturesque, and this is a good Indian, whether he is dead or not.


¶ The Indian said, "Let the women do the work." ¶ The man who wants *Better* and *Quicker* Printing says, "Let McMullin & Woellhaf do the work."
Hedge Bubbing
Burbington

No. 3a

I'd like to see some of the work McMullin & Woellhaf do besides blotters. I will add to my quoted testimonial that such work as McMullin & Woellhaf do is an inspiration to seek for more. And this is a department of "More Work."

You Would See This Ad

Barnes-Crosby Company, of Chicago and elsewhere, send to prospective customers a number of magazine advertisements that they have designed as well as engraved, of which the one reproduced as 2 is the most strikingly original. Seldom if ever has the advertising value of an introduction of "the package" into an advertisement been so enhanced by the rest of the design. And the typography helps. So does the line, "Ask for the Yellow and Green Package," where the reproduction must needs be in black. Some packages look so different

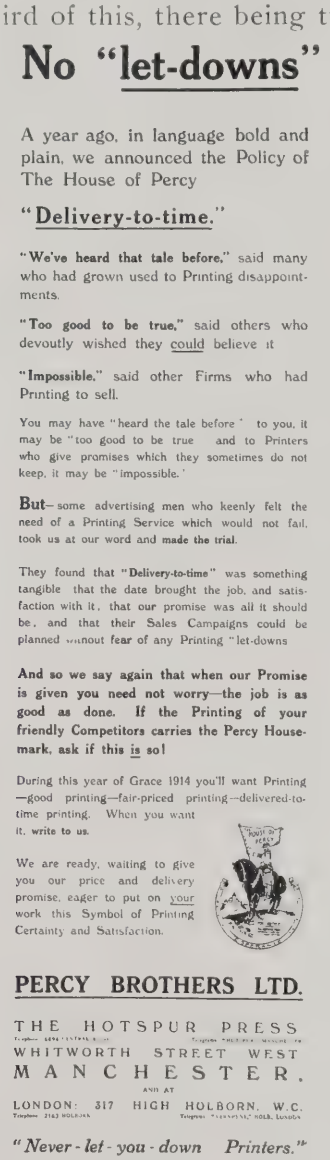
SCHLOSSER'S
OAK GROVE
BUTTER
OAK GROVE BUTTER
A Dainty Product for the Dainty Table
Made of pure rich cream from healthy clover-ted cows—a pound of golden sweetness, packed damp and cool in air-tight packages.
We never overstock. Each day's output is made to accommodate the demand. It comes to you fresh and fragrant from our creameries which are located in the very heart of the finest clover section of the country.
Ask for the Yellow and Green Package
SCHLOSSER BROTHERS
Another New Package
One dozen "Oak Grove Eggs," specially selected in a sealed carton.
ESTABLISHED 1884
9140 Erie Avenue
South Chicago, Illinois
Creameries at
Plymouth, Ind.
Frankfort, Ind.
Bremen, Ind.
Indianapolis, Ind.

No. 2

in reality, because of their size and color, from the illustration that they would better be omitted from an illustration than treated unskillfully. But I'd know "Oak Grove Butter" if I saw the package and would be inclined to believe it came—indirectly at least—from a cow.

English Printing Advertising

In the slang of good old England, the early home of the most expressive slang, "let-down," like so many other expressions in English slang, has evidently a somewhat different shade of meaning from the same words employed in this new home where George Ade retains his popularity, while other authors are let down. And "No let downs in Our Printing" is the title that greets the eye on a folder from "the House of Percy"—the Hotspur Press of Manchester, Eng. The depth of this folder when opened out is 18½ inches, and the width of the matter—reading the other way from that on the inside—is about one-third of this, there being two folds in


No "let-downs"
A year ago, in language bold and plain, we announced the Policy of The House of Percy
"Delivery-to-time."
"We've heard that tale before," said many who had grown used to Printing disappointments.
"Too good to be true," said others who devoutly wished they could believe it
"Impossible," said other Firms who had Printing to sell.
You may have "heard the tale before" to you, it may be "too good to be true" and to Printers who give promises which they sometimes do not keep, it may be "impossible."
But—some advertising men who keenly felt the need of a Printing Service which would not fail, took us at our word and made the trial.
They found that "Delivery-to-time" was something tangible that the date brought the job, and satisfaction with it, that our promise was all it should be, and that their Sales Campaigns could be planned without fear of any Printing "let-downs"
And so we say again that when our Promise is given you need not worry—the job is as good as done. If the Printing of your friendly Competitors carries the Percy Housemark, ask if this is so!
During this year of Grace 1914 you'll want Printing—good printing—fair-priced printing—delivered-to-time printing. When you want it, write to us.
We are ready, waiting to give you our price and delivery promise, eager to put on your work this Symbol of Printing Certainty and Satisfaction.
PERCY BROTHERS LTD.
THE HOTSPUR PRESS
WHITWORTH STREET WEST
MANCHESTER.
AND AT
LONDON: 317 HIGH HOLBORN, W.C.
"Never-let-you-down Printers."

No. 3

the same direction as that in which the long message is printed. Then there is a diagonal fold. On the double flap thus made is a workmark, showing Hotspur on his fiery steed, holding a banner with that strange device, "The House of Percy." The motto beneath is "Esperante," which is possibly a translation of Dr. Munyon's "There is Hope." On the page exposed by the flap is the phrase already quoted. Under this is a red arrow, the point of which is hidden by the flaps. Lift the flap, and the point of the arrow directs you to further unfold it,

so as to start reading the argument here shown as 3. Ah! there is the crest, or the work mark, once more, somewhat reduced in size.

This—and some other examples I will show in coming issues—indicate that English printing-advertising, even when so long a talk as this is given, is noteworthy as to its type-talking qualities. I believe Percy Brothers, Ltd., deliver work on time, though they insist that you can rely on their promptitude, even Shakespeare would probably agree that they do not protest too much.

✧ ✧

Don't try to say everything in one advertisement. You are going to advertise tomorrow or next month, or else you are not much of an advertiser, anyhow.

✧ ✧

Is This a Dead Ad?

It is a good old business custom to retain the name of the proprietor of a business after his demise, but possibly the following advertisement from the Wheeling (W. Va.) Register is an example of carrying the custom a little too far:

Because of my recent death I will sell all the stock and fixtures of my store.

J. BENZIG.

✧ ✧

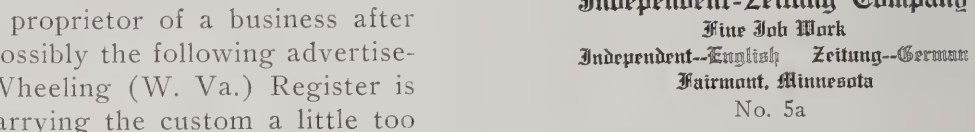
I do wish some customers of printers who do their part well, so far as they can, would not use clogged and worn-out nameplates when I have told them not to.

✧ ✧

Long Lines and Short Lines

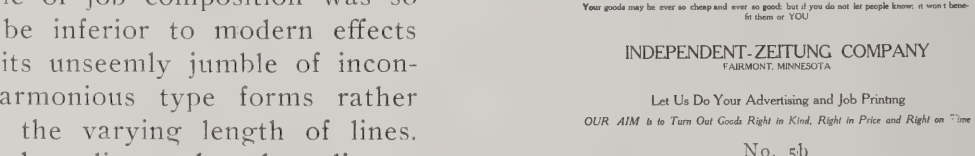
From the Independent-Zeitung Company, Fairmont, Minn., come a number of specimens of work which are mostly in what is known as long-line short-line composition. Styles change in printing as in dress, and a few years ago there was a revolt against this style and square effects were all the mode. Now there is a tendency among some of the best compositors to create long-line-short-line effects, such as were a short time ago thought to be banished from the typographical art forever. But the reasons that the old style of job composition was so plainly seen to be inferior to modern effects was because of its unseemly jumble of incongruous and inharmonious type forms rather than because of the varying length of lines. The system of a long line and a short line, a long line and a short line, a long line and a short line and so on, without any particular attention to the appearance of the job as a whole, naturally was responsible for considerable of the lack of harmony that always follows monstrous mediocrity, which is likely to degenerate into something worse than mediocrity. The square method of composition had its dangers as well as the long-line-short-line style, and it is impossible to get first-class effects with some copy by the use of such a style exclusively. So many good compositors have learned to use both systems in the same job, with, of course, due attention to the appearance of the job as a whole. That seems to me to be the most important matter in the whole study of composition, and that is why I insist on talking about it even to the point of wearying you. Then the long-line-short-line effect can often be varied by a short-line-long-line effect, and here "the job as a whole" should again be the guide. It is really a very good test of a compositor if he can set a job of this style quickly and harmoniously.

This (No. 5a) is, to my mind, a long-line-shortline-long-line-short-line bit of composition that is distinctively good, though there are three



No. 5a

lines in the same size of the series altogether, talking of the job work, telling the names of the two papers of the company and giving the address. The charm of the job lies very largely in the employment of the outline Old English, which is not used at all by the many offices that use the solid letter, but that furnishes a splendid modulation of tone and a relief from dead sameness in a case like this. The use of Old English by a German concern in an English-speaking and -writing and -printing country that prints papers both in German and English seems especially appropriate in connection with their English advertising. The English language is a cousin of the German tongue, and Old English is a cousin of the type that Germans still love, though their publications are coming to use Roman type very largely because of its comparative readableness even to those used to reading the more ornate form.


Your goods may be ever so cheap and ever so good; but if you do not let people know, it won't benefit them or YOU
INDEPENDENT-ZEITUNG COMPANY
FAIRMONT, MINNESOTA
Let Us Do Your Advertising and Job Printng
OUR AIM is to Turn Out Goods Right in Kind, Right in Price and Right on Time

No. 5b

Here (5b) is a blotter that as a piece of composition I do not consider nearly so perfect as 5a, and yet in its colors on the white stock, with a well-considered margin, it looks much better than it will in a reproduction. The blotter with the white coated surface is one of three blotters that are stapled together. The lines in the two larger sizes of the series are red. The first line is rather long for such a very short

follower, and the division of the word "benefit" should have been avoided; considerably more force as to the wording would be obtained by such care. The facts that the whole job is in one series and its corresponding italic, and that there is considerable whiting-out, helps the appearance of this long-line-short-line-long-line-short-line-long-line-short-line production. I hope the short-long-short dash-work that helps to separate the groups are not so fine that the engraver will miss them. "Our Aim is to Turn Out Goods" is an ordinary expression that was probably introduced because something was wanted to fill out the line, and "goods" is not generally used in this sense except in the slang phrase, "the goods." I like the same idea better as it is expressed on a bill-head of the firm, part of which reads: "Job Printing. Right in Price. Right in Quality. Right on Time." This mild play of words is all Right. Why not have introduced "Right in Style" also?

Why the semicolon after "know"? And a thin-spacing before the other semicolon would be preferable.

✧ ✧

The only advertiser who stands a chance of making money out of deceptive and misleading advertising is the one who never expects to deal with a customer but once.

✧ ✧

Condensed Hebrew

Perhaps in some previous incarnation I was a Jew, because Hebrew type always appeals to me, though all I can read of the language is the sign "Kosher dosher." So I am glad to get this letter with its enclosure:

Harry A. Woodworth, 43 St. Botolph St., Boston, Mass.

Dear Sir: I am sending you a copy of a new Hebrew face we have gotten out. I don't imagine you will be especially excited, and perhaps your ancient biblical education has been neglected so that you won't appreciate the fine sentiment, but I am sending the sample to you because I am sending you everything in this line that we get out.

With best wishes, I am

Yours very truly,

W. H. FRENCH,

President.

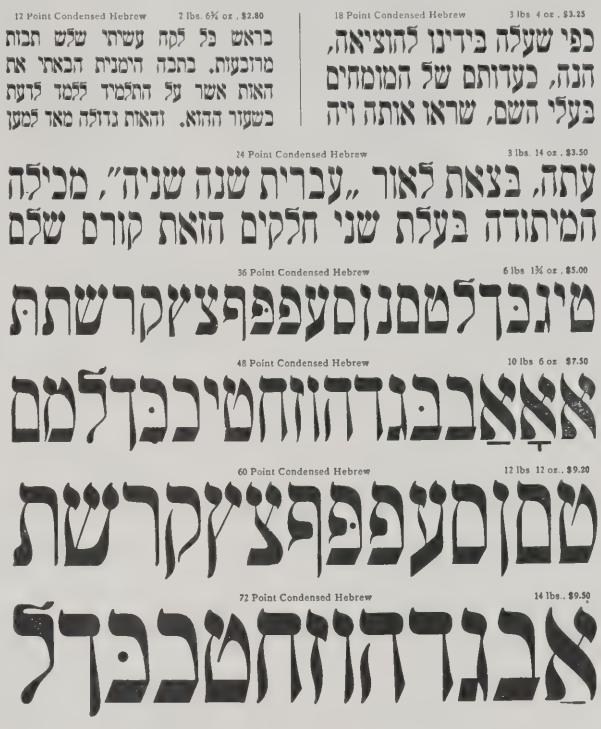
Barnhart Brothers & Spindler, Chicago, Ill.

✧ ✧

If a fool and his money were not, as Solomon said, "soon parted," the distribution of wealth would be more even.

✧ ✧

I remember that some years ago I reproduced (for its beauty) a Hebrew playbill in this department, with one sentence of which I was particularly pleased even before I knew its meaning, which was something like, "He is smiling, but tears are in his heart." This Hebrew characteristic seems to have entered into the spirit of the typography of the race. I showed this letter to a Hebrew printer, and he said it was the finest face he had ever seen, and he is going to order all the sizes of the series he says. The one thing I don't like about it is that the little lines underneath some of the letters (they represent vowel-sounds, do they or


12 Point Condensed Hebrew
2 lbs. 6¾ oz., $2.80
18 Point Condensed Hebrew
3 lbs. 4 oz., $3.25
24 Point Condensed Hebrew
3 lbs. 14 oz., $3.50
36 Point Condensed Hebrew
6 lbs. 1¾ oz., $5.00
48 Point Condensed Hebrew
10 lbs. 6 oz. $7.50
60 Point Condensed Hebrew
12 lbs. 12 oz., $9.20
72 Point Condensed Hebrew
14 lbs., $9.50

No. 6

do they not—ain't it?) look too much like bits of lead sticking up. Could not this be remedied? I never noticed it on a Hebrew page before, but then I do not make a practice of reading many Hebrew pages—except in the English translation, of course.

✧ ✧

A tasty, well-printed letterhead on good paper is in itself a letter of introduction, and of the kind that conveys a good impression.

✧ ✧

Fall Is Coming

October will be here anon, and it is well, if for any reason August is a little dull (as it shouldn't be), or times are a little too hard for everybody to order printing (as they shouldn't be, and won't be in the millennium just around the corner), it is a good thing to prepare some fall advertising for oneself at any rate. Here is one of the suggestions as to blotters (7, see page 569) made to printers by the Keystone Type Foundry for advertisements for present or possible customers of the printer. The type foundries show a commendable tendency to help the printer with advertising ideas, and there seems nothing wrong with this blotter for a mere opening announcement.

✖ ✖ ✖

After all, an advertisement can scarcely be dignified unless it is attractive.

Photo-Engravers Join Hands With Associated Advertising Clubs of the World

A BROAD step forward has been made in the photo-engraving craft by the organization of a department of photo-engraving as one of the important component parts of the Associated Advertising Clubs of the World. This was accomplished prior to and during the tenth annual convention of the Associated Advertising Clubs of the World, Toronto, June 22 to 25, inclusive. This immense organization, comprising all the various advertising interests—including buyers and sellers, has grown to such dimensions and importance as to practically demand co-operation from all lines of business that have to do with advertising. The Associated Advertising Clubs of the World contains among its officers and members the biggest, broadest and most important men in the realms of advertising. This organization is conducting an educational campaign of immense scope and value. Through its vigilance committee, it is driving the faker and confidence man out of the advertising field and its slogan is "Truth in Advertising."

Many of the abuses that develop in buying and selling the photo-engravers' products have been due to a lack of understanding on the part of the buyers as to the methods and means and the nature of the expense entering into its production. In line with modern conditions and as an educational feature of vast importance, the establishment of a forum, where technical papers are delivered by representative photo-engravers, followed by discussions and inquiries from the buying public, is bound to result in the dissemination of information and enlightenment. A frank and unrestricted discussion will correct many evils, eliminate iniquitous practices and result advantageously alike to buyer and seller. It will also bring about their proper uses and go a long way toward correcting the time-honored but senseless idea of selling of "time work" products on the basis of surface measurements.

This departmental meeting of photo-engravers was well attended, notwithstanding that the Toronto convention came a week after the photo-engravers' convention. Among the prominent establishments represented were the following:

H. A. Gatchel, Gatchel & Manning, Philadelphia, Pa.

E. W. Houser, Barnes-Crosby Co., Chicago, Ill.

F. W. Gage, Gage Printing Co., Battle Creek, Mich.

L. B. Folsom, Folsom & Sunergren, Boston, Mass.

Geo. Brigden, Brigden's, Ltd., Toronto, Canada.

A. W. Morley, Jr., Electro-Light Engraving Co., New York.

Chas. W. Beck, Jr., Beck Engraving Co., Philadelphia,

Gustav Zeese, Zeese-Wilkinson Co., New York.

J. W. Rawsthorne, Publicity Engraving Co., Pittsburg.

R. M. Schmerler, Bureau of Engraving, Minneapolis.

W. J. London, Alexander Engraving Co., Toronto, Can.

W. T. Northgrave, Photo-Engravers' Ltd., Toronto, Canada.

W. T. Campbell, Standard Photo-Engraving Co., Montreal, Canada.

A. J. Legg, Legg Bros., Engraving Co., Toronto, Can.

The departmental meetings were organized and held under the auspices of the Associated Advertising Clubs of the World and were well attended by interested advertisers. The photo-engravers voluntarily pledged themselves to "Truth" in advertising and fair dealing in business. Every assistance will be given to individuals and organizations to uplift the entire advertising profession. The veil of mystery surrounding the photo-engraving process is to be lifted and advertisers are to receive the benefit of the engraver's technical knowledge.

A campaign of education is to be carried on by the photo-engravers in the leading cities to equip advertisers with the necessary understanding of their products so they may purchase and use engravings intelligently and with profit to themselves. The photo-engravers committed themselves to the policy of selling their products on figures based upon the cost of production, eliminating the uncertainties now surrounding the selling price of engravings.

The following papers were read:

"The Photo-Engraving Process; What It Is and Its Importance to Advertisers," E. W. Houser, Chairman.

"The Preparation of Photographic Copy," H. A. Gatchel, President International Association of Manufacturing Photo-Engravers, Philadelphia.

"The Engraver and the Advertiser," R. M. Schmerler, Minneapolis.

"The Engraver and the Advertising Agency," A. W. Morley, Jr., New York.

"The Engraver and the Publisher," Chas. W. Beck, Jr., Philadelphia.

"The Elements of Time and Cost and Their Bearing on Results," L. B. Folsom, Boston.

"The Color Process Plate," Gustav Zeese, New York.

"The Sketch and the Drawing," J. W. Rawsthorne, Pittsburg.

"The Finished Plate," Fred W. Gage, Battle Creek.

"A Square Deal on the Price Question," Geo. Brigden, Toronto.

"How Educational Work Serves Advertising," C. B. Nash, Pittsburg.

Mr. Houser in his remarks laid special emphasis on the fact that changed conditions are rendering every day the service of the engraver and the creation of new ideas by far the most valuable product of his establishment. In addition to a very complete and succinct resume of the mechanical process involved, Mr. Houser among other things said:

"While it is a simple task to describe the photo-engraving process and while a superficial knowledge of it may be obtained in a very little time, actual practice produces many difficulties and the photo-engraver must be a versatile artisan indeed to render efficient service in these days of unusual demands.

The engraving business of the future must put the idea ahead of its execution, it must provide the idea as well as the medium of transmitting it into visible and tangible form."

Mr. Gatchel departed from the conventional view by stating that it was to the economical advantage of the buyer of photo-engraving to reproduce his photos and other art work to the most practical advantage in orger to keep the expense to a minimum in the production of the finished work, and he further emphasized the importance of always producing the best quality of work, making it represent an investment rather than an expense.

"Today, as never before, we have a mass of evidence of the desire uniformly existing throughout the commercial world for individual and mutual success," said Mr. Schmerler in the course of his remarks.

"It is impossible to imagine what a catastrophe it would be to the business world if today, for instance,

the process of photo-engraving should become an absolutely lost art. Therefore, I believe it is of the most vital importance that the advertisers and the engravers should come into intimate contact with each other."

In the course of some very carefully thought out suggestions regarding the engraver and the advertising agency, Mr. Morley said: "Probably no one present would deny that when two people doing business together become better acquainted with each other and each other's work, the more efficient service each can render to the other.

"To give good service, the engraver maintains double or treble shifts and you know the difficulty in securing reliable men to work at night."

The publishers came in for some very frank advice from Mr. Beck, some of which sounds most revolutionary, as for instance, "The publisher who turns himself over to the photo-engraver without price stipulation gets the best results.

"It is a wrong idea to have a magazine page which you value anywhere from $500 to $5,000, spend a good price for drawings and illustrations to embellish it and then hesitate about paying a few cents additional per inch on the plates, when the additional total cost would be but $2.00 or $3.00."

Mr. Gustav Zeese, speaking for the Vigilance Committee, dealt with the "Truth" phase of advertising as applied to illustrations and photo-engraving. He took the liberty to paraphrase the slogan, "Swat the Lie," and injected a new thought by making it "Swat the Liar." Mr. Zeese said, "There are many kinds of lies and many kinds of liars, both in and out of advertising. It is our purpose to drive them out of our profession.

"Illustrations and engravings being a medium of expression and frequently telling more than the printed word, great care should be taken to avoid misrepresentation in pictures. Illustrations, being responsible for hundreds of millions of dollars in sales every year, to be effective, must convey the truth and nothing but the truth.

"It must be the aim and duty for everyone engaged in our noble craft to promote righteousness and honesty in all dealings between the advertiser and the public."

Mr. Nash, a member of the National Educational Committee, spoke on the subject, "How the Educational Work Serves Advertising," and in a few minutes conveyed much information of practical value to both the advertisers and engravers.

Mr. Nash called for a better understanding of engraving on the part of the advertisers and closer cooperation between the advertiser and the engraver. He illustrated his remarks by reciting personal experiences.

Mr. Geo. Brigden, in speaking on a "square deal" on the price question, said: "'A Square Deal' in this connection means a square deal to the advertiser and a square deal to the engraver. What could be more square than a price based upon actual cost of production. Modern business does not permit of guess work. Efficiency is what we want and, receiving it, are willing to pay for it, no matter what the commodity in question may be. A better understanding of our work will bring with it a better appreciation of the value and there need be no wrangling between the advertiser and the engraver where the latter operates a modern approved cost-finding system."

Mr. F. W. Gage, in speaking on the subject of the finished plate, gave several practical suggestions for the care of them and touched on the relatively small cost of the finished plate compared with the cost of the space in which the plate was inserted.

Mr. L. B. Folsom, in speaking on the paper entitled "The Elements of Time and Cost and Their Bearing on the Results," said: "And yet the relation of the buyer and manufacturer is so close that their interests cannot be separated without injury to both. If the demands of the buyer are such that they cannot be reasonably made by the manufacturer, both interests must necessarily suffer."

J. W. Rawsthorne, of Publicity Engraving Company, Pittsburg, in his paper entitled "The Sketch and the Drawing," stated that "Commercial art had gone hand in hand with the growth of means of production, hence its development had taken place logically and consistently in the engraving house. Pictorial illustrations offer a wide range for the advertiser and is one of his chief means of publicity. Can you imagine the advertising pages of the magazines suddenly deprived of this means of appeal?"

At the general session, Thursday afternoon, Mr. H. A. Gatchel presented the following Standard of Practice for Photo-engravers, as being the standard which had been adopted by the engravers at their departmental meetings and urged the co-operation of all advertisers in the matter. The following Standard of Practice was unanimously adopted by the Departmental Meeting of Photo-engravers:

Standard of Practice for Photo-engravers

The photo-engraver, realizing the importance of his calling and the influence his product wields upon humanity and business in particular, voluntarily sets up the following standards himself, to observe them faithfully:

1. Being the interpreter of art and the manufacturer of a sales-producing medium, he commits himself unqualifiedly to truth.

2. To co-operate with all organizations and individuals engaged in uplifting advertising in all its branches.

3. To remove all mystery and misrepresentation surrounding his craft and his product and at all times to welcome an opportunity to explain its intricacies to anyone interested.

4. To study the requirements of his customer and to give the latter the benefit of his expert experience and advice, so that the buyer of engravings may consider them a sound investment, instead of an expense, and profit by their use.

5. To serve the public, to the best of his knowledge and ability, for a fair remuneration.

6. To know his costs and to maintain at all times a standard of charges that will honestly cover all costs of service rendered both in the preliminary preparation of work and in its execution and to prohibit all gratuitous service or delivery of value without full compensation.

7. To stand upon the fact that the cost for making photo-engravings is the same for one buyer as for another and that he who buys to sell again, should charge his customer a few cents for the value of the service which he individually renders.

8. To avoid the making of false promises and the disappointment and losses connected therewith and to undertake to do no more than the plant is equipped to handle efficiently.

9. To educate the buyer of engravings in the technical knowledge necessary for him to buy them intelli-

gently and to bring him up to an appreciation of "quality" in engravings.

10. To stand ready at all times to do his share not only toward improving his own product, but to disseminate knowledge concerning its proper use, to raise the standard of advertising from the purely materialistic to the artistic and to add to its sales efficiency by all means within his power.

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A COOLING PICTURE FOR AUGUST

Meeteetse, Wyo., May 14, 1914.

Benjamin B. Herbert, Esq., National Printer-Journalist, Chicago, Ill.

Dear Sir: I am enclosing a postcard picture which I consider one of the best studies in expression I have ever seen.

Is it worthy of reproduction? If not, kindly return it

as I am enclosing postage and do not want to lose it.

From time to time I have noticed photos sent in by the boys and think this one of the best that has come to my notice.

Yours truly,

THE NEWS,
Geo. Rochester.

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THE DISCARDED WASHINGTON

Ideas Along Economy and Efficiency Lines Wanted

Little or no sale is found for the discarded Washington press. Having acquired one in consolidating of another plant we have used it in the following way, since it was too large for a proof press:

All of the press except the bed and the platen was sold to a junk dealer. I then had a carpenter make two strong tables without tops. The legs are of 4 x 4 dressed lumber and the top rail is of 2 x 6 mortised in. The table frame is made strong by being bolted together. Upon the top of one of these frames we laid the iron bed and on the other the platen. It was necessary to notch the side rails so that the iron tops would fit down close.

The result is two iron top imposing tables, each large enough to accommodate two seven-column pages. The bed was smooth, but the platen required dressing down with emery.

The labor and lumber cost $4.75 and the sale of old iron netted $3.50. The little difference added to what such presses sell for gives us two up-to-date imposing frames at low cost.

SHOULD GIVE HOME NEWS PREFERENCE ALWAYS

Relative Importance of Different Classes of Local News

The editor of a country weekly will be more successful in establishing his paper permanently in the community which he serves if he will devote his space almost entirely to local matters and leave the affairs of the outside world to be handled more extensively by the city dailies.

Births, deaths and marriages are perhaps the most important news items the publisher of a local paper has to chronicle and many progressive editors find it a good plan to feature all such items by grouping them under appropriate headings and allowing them sufficient space to give all details which may prove of even passing interest to the reader.

Local improvements or progressive action of any kind either on the part of an organization, body of officials or an individual, make good subjects for live and interesting news stories. Where new buildings of public interest are proposed or planned, comprehensive illustrations from architect's drawings are valuable additions to the descriptive articles on the subject. Such enterprise on the part of the publisher often creates favorable comment among residents of other towns and attracts them to the community later to become permanent residents.

Some publishers do not realize the advisability of giving proper space each week to church and organization news. Each of these classes should be given plenty of space and the news from these sources should be carried regularly under appropriate headings. Subheadings may be introduced designating the various religious bodies, fraternal organizations, etc., this method resulting in a better appearance in breaking up the page or column and also assisting the reader to more quickly locate the particular news in which he is interested.

School news, such as the organization of classes, changes in the faculty, curriculum, etc., always makes good reading and the work of the scholars, results of examinations and attendance records also furnish items of interest to the parents of the pupils.

Athletic events, including, of course, the regular contests of the town baseball team or football eleven, may be exploited in full to the great satisfaction of all interested in such sports, and during the winter the doings of the basket-ball team will furnish an equally popular topic for discussion.

Sensational news, scandalous or derogatory articles, or those which may reflect upon the standing of individuals or the desirability of the town as a place of residence, should be kept in the background. Such articles should never be given prominence or "played up" except in exceptional cases where it can be plainly seen that the editor's duty in "doing the greatest good to the greatest number" demands the publication of such undesirable and unpleasant details.

In a word, anything which pertains to the town or community, its residents and their doings, and which by its publication might help to entertain, educate or improve the condition of the reader, may be safely adjudged as legitimate and worth while, and therefore suitable and even indispensable as subject matter for the local paper whose editor desires to render the best possible service in the community.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

I DON'T suppose there is another topic with which newspaper makers generally are more familiar, or more tired, than with that oft-repeated injunction against getting into a rut. So long and so often have writers in the publications of the craft harped on this one subject, that today, so soon as one broaches the thought, the reader is very apt to experience a feeling akin to ennui.

One might imagine that the writers themselves had gotten into a rut—the rut of writing warnings to others to keep out of the rut—and I dare say, if any who are reading these poor lines of mine have suspicioned that I am about to allude to this thread-bare theme, ere their eyes have traveled this far, they have cast this journal aside or scanned further in the hope of discovering something of a less boring nature.

Notwithstanding much writing of advice against it, the danger of getting into ruts is just as great among the craft today as it ever was, and I here have the intrepidity to cite one of the ruts in which many editors form the habit of traveling, with the hope of inspiring some few of them to steer out of it.

The rut to which I refer is that attitude of indifference toward one's local business men, which so frequently takes possession of the home editor. If it were not for the fact that this disposition on the part of the home newspaper man is practically always unconscious, my words here would be virtually useless. Various causes may create this common condition, but it doubtless comes about most usually through that very human habit of losing an adequate appreciation for blessings which are near at hand—or for such good things as we are daily surrounded with. For instance, we all know how easily and readily those of us who are blessed with an abode among most scenic environs fail to properly value, or even contemplate, the glorious beauties of the situation.

And just so does the home editor often lose a conscious conception of the merits of his business constituents. He falls into the rut, if you please, of presuming that he gives his fellow townsmen full value received, and then some, for every dollar they spend with him (which is all too true to dispute) and there his thinking along that line ends.

But, the editor who gets full value for what he gives is the editor who gives most. He is the editor who demonstrates to the business men of the home town and field that he has a vital interest in their welfare, and one way to successfully demonstrate this interest is to pay them friendly visits each week and occasionally interview them with regard to news relative to their business.

The items thus gained are not necessarily advertisements—in fact, they ought not to have the least semblance of such—although every up-to-date business man will appreciate the inestimable value of such gift publicity. These items, I mean, should not deal with receipt of goods nor special prices being made, nor with any of those matters which are palpably and purely store news for the promulgation of which the merchant should pay; but they should deal with such facts as special sales (if they are also properly advertised in the columns of the home paper) improvements to buildings or property, installation of new facilities, employment of new help, and the hundred and one things that may suggest themselves and which are of more or less interest to the general public.

Of course, I am aware that practically every editor is glad to give publicity to such items of news as I have suggested above, whenever he learns of them; but it is only in the matter of making it a point to learn of them that many editors have settled down into the groove.

Some people, including those who are in business, seem to have the idea that a newspaper man is an Argus-eyed clairvoyant with a highly developed mind-reading capacity, and prompted more often by pernicious spite than by modesty, they would rather permit the paper to come out without printed notice to something new and interesting in connection with their affairs, and then feign offense and complain

about the editor's narrowness and partiality, than to pass that individual a friendly tip in advance. And these form the class who are invariably won over by the regular friendly reportorial visits of inquiry after the news.

Editors inspired to inaugurate this store-news-hunting habit may encounter men who, in feigned modesty or indifference, refuse to give up the desired information, even when flatly questioned, and it may forsooth be necessary to give such men a mild cussing ere the end is gained; but rest assured such individuals value the thing even more than those who give the news freely, and once the ice is broken, and the practice of visiting the stores regularly and jollying the proprietors along becomes a regular thing, they will come across with due appreciation of a material kind that helps wonderfully in keeping the proverbial wolf from the sanctum door.

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June 16, 1914.

Mr. O. Byron Copper, De Soto, Wis.

My dear Sir: We are sending you a copy of the East Washingtonian and would appreciate any suggestions or criticisms that you make.

Peter McClung, who has been editor of the East Washingtonian during the past 30 years, is about to retire. His son, Ray, who is 22 years of age, and myself, 23, have been put in charge of the newspaper and the plant. This number which we have sent you is our first attempt. Both of us are graduates of the department of journalism of the University of Washington.

We recently bought an Intertype and a Babcock Standard press and believe that it will not be long before we have one of the best equipped newspaper offices in any of the small towns in the Pacific Northwest.

Both of us are subscribers to the National Printer-Journalist.

Sincerely yours,
McCLUNG-GETZ CO.

As proof that the modern schools of journalism, and especially the department of journalism of the University of Washington, are practical institutions, I have before me a copy of the East Washingtonian of Pomeroy, Wash., which, as explained above, is the product of two young men fitted for their newspaper work in the college named. The Washingtonian is so fine in every detail that, to find fault, the critic would have to be harder to please than I am. For the edification of my readers I will reproduce the attractive front page of this excellent weekly (Exhibit 1), in which the harmonious typography, the carefully composed heads, and the symmetrical makeup are all so apparent as to require no special mention. The reproduction cannot show, however, the excellent editorial work is in evidence in the news-stories, but this is even of a higher grade than the other features mentioned. In fact, everything about this sheet denotes good taste and skill. Not only is the first page beautiful from a printer-journalist's standpoint, but all other pages of the quarto are quite as creditable. I am pleased to note that the style of mechanical makeup conforms almost ideally to the principles of this department of the National Printer-Journalist, and the composition of the ads is done along

East Washingtonian

BAD WEATHER FAILS TO AFFECT PIONEERS

Fifth Annual Meeting of County Association Proves Marked Success

REPUBLICANS ISSUE MASS MEETING CALL

POMEROY BATS BALL AND WHIPS DAYTON

PIONEERS ADD NAMES TO MEMBERSHIP ROLL

ANNOUNCE PROGRAM FOR CHILDREN'S DAY

THREE RESIDENTS OF CITY DIE THIS WEEK

No. 1

simple and serviceable lines. Presswork is without fault also. Besides gathering an abundance of local news, the Washingtonian makers have an excellent editorial department, set in about twenty ems measure, and let me add it is made up of good stuff—all on topics of local importance and interest—and further than this there is a department of country correspondence, which I predict will eventually become greater in volume. The Washingtonian is all-home-printed, of course, and is almost, if not entirely, an ideal home weekly. Brothers McClung & Getz evidently understand their business and with their excellent equipment are giving their city a newspaper worthy of the support of its every citizen and far above the adverse criticism of the most exacting critic.

✧ ✧

Some months ago, to express a certain important desire, Publisher C. A. Burner of the Normalite, Normal, Ill., wrote the National

Printer-Journalist a letter, which has been turned over to this department, trusting that it might inspire me to write something worth while; but I am inclined to think that it pertains to a subject on which I can offer little of consequence. In part, Brother Burner said:

"I wish some journal would take up shop arrangement and general workroom efficiency for country printers. . . . . There is no better field for missionary work. An efficiency campaign in this office has increased the output twenty per cent with the same pay roll. The average country publisher won't take the initiative, but, if anybody will direct him, he will unconsciously follow."

Now, as I have intimated above, this is a very important suggestion. Correct shop arrangement and the higher degree of efficiency resulting therefrom are great essentials in increasing the output and reducing the cost of production. I know there are several country printers, and several city shops as well, which are giving their owners poor returns simply because of the fact that it takes too much time for their workmen to turn out the product. It is not because the workmen employed in these shops are slower than ordinary, but because of awkward and inconvenient interior arrangement. Workmen who have their cases, cabinets, materials, stones and presses handily adapted to the room can do a given amount of work in less time, of course, than is possible where many steps are required by inconvenient placing of these various materials, tools and machines. I think every printer and publisher knows this; nevertheless, as this Normalite publisher hints, few country publishers there are who do anything toward making the arrangement of their shops more convenient and economical as a factory. In the first place probably a majority of the buildings occupied as newspaper offices were never built for the purpose and therefore many of them can never become suitable for the purpose; however, there are probably few of these printing offices (in which efficiency has not already been the aim) but that great improvement in arrangement is possible. I dare to confess that this is even true in my own office, where we have gotten so used to everything right where it stands that to change it never occurs to our minds. This magazine from time to time in the past has published several articles concerning shop arrangement and efficiency, which, no doubt, have been productive of much good; but, as it is a topic of much importance and interest, more of it ought not to be objectionable, and hence I would suggest that, inasmuch as Brother Burner has had successful experience, an article from his pen, exploiting his personal accomplishment along the line of better work-room arrangement and greater efficiency, would be valuable to readers of this publication.

✧ ✧

June 12, 1914.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sir: I am sending you under separate cover several copies of the Aledo Democrat taken haphazardly from our files with the hope that you will see fit to offer us your kindly criticism of the makeup of our paper.

The writer is a young man of but 24 years and has had charge of this paper as editor and manager for about a year and a half. During that time we have tried to make the Democrat a real newspaper. Of course it takes time and one must learn, hence we are turning to you for advice.

Should you see fit to extend your remarks in the N. P.-J., and if by chance you should use exhibits of our front page, we would like to purchase the cuts from the N. P.-J. Our idea is to use both the criticism and the cuts in circular matter concerning the Democrat and of course we would credit the N. P.-J. with the remarks and cuts.

I might add that the Democrat does not allow display ads on our front page. We use a weekly cartoon service and as soon as we can get money enough to purchase a linotype we will print an eight page all-home-print paper.

Thanking you for your attention, I am

Cordially yours,

C. A. LYNCH.

There are several commendable features in this big weekly from Brother Lynch. As the accompanying reproduction will show, the mechanical makeup of the first page is in the main satisfactory. The fine balance achieved in the arrangement of the various head masses, cuts, etc., is at once apparent, and very little is left to complain of. I could only suggest that the period at the end of the title, as well as similar punctuation of the single-line heads, be eliminated. They are useless and mean nothing, but to throw the line out of visible center. In reference to these single-line heads, also, I might suggest that greater care be taken in future to have them of more equal length. Three ordinary words, as for instance, this one: "Boosters View City," make about the proper length of line in the letter used for the purpose. And, as for captions under cuts used in the course of articles, as in evidence in this page of the Democrat, caps or small caps are preferable to the display face employed. Notwithstanding these few strictures, the Democrat's first page is an excellent one, being made up of creditable matter, all ably edited. Editor Lynch's abundant page of "gleanings from the harvest of local doings" is a feature deserving praise, and the appearance of several country news-letters is a another commendable

thing. While the ads are not graduated, I am pleased to note, at least, that they are all arranged to the right hand side of the pages, and the mechanical makeup is generally well done. Advertisement composition is fair, as is also the presswork. Brother Lynch's desire and endeavor to make the Democrat a "real newspaper" is the right idea, and the endeavor is in

THE ALEDO DEMOCRAT.

For Aledo and Mercer County—Always — ALL THE NEWS, ALL THE TIME — The Newsiest Paper in Mercer County

ALEDO, MERCER COUNTY, ILLINOIS, TUESDAY, JUNE 3, 1914 — NO. 21

PROSPECTS ARE BRIGHT — ARTIFICIAL ICE PLANT — DOG DAYS — FOURTH COMMENCEMENT — PROGRESSIVES ACTIVE

Prof. Ward L. Ray Pastorate Pleases, Frank C. English — Zales-Williamson Co. Preparing to Increase Business — Dr. Edward A. Schell Delivered Address to Graduates — Judge Henry E. Burgess Endorsed for Congress

No. 2

evidence in more ways than one in the pages of this big sheet. By adhering to the same excellent resolution, I am safe in predicting much future improvement, for which at present the most preferable opening is in point of arrangement of displayed spaces, which I clearly explained in my introduction to this department in last June's number of the National Printer-Journalist.

✧ ✧

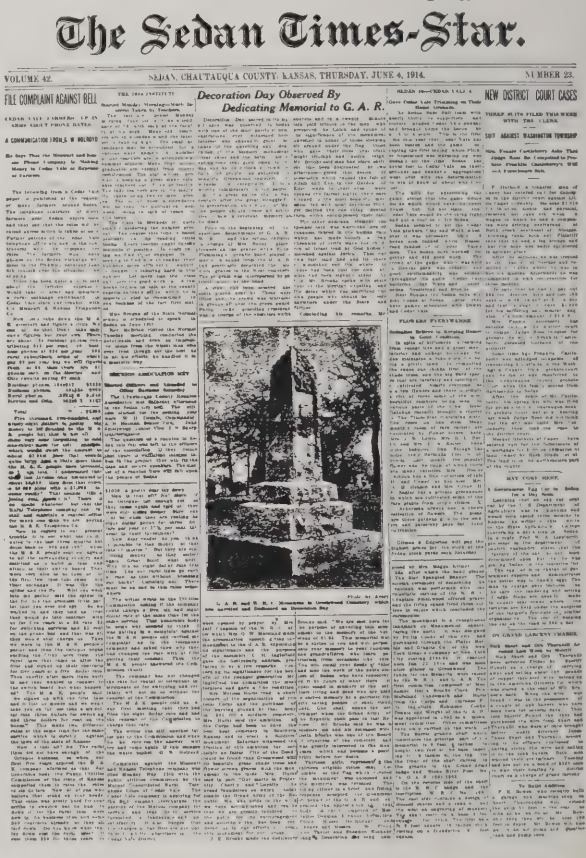
Mr. O. Byron Copper, De Soto, Wis.

Dear Sir: Have read your department in the N. P.-J. with much interest. Am enclosing, so that you will get them, copies of our last two weeks' issues. What do you think of them?

Very truly yours,

ROY L. FRUIT.

With one excepted feature (which I shall very probably mention again before I have finished) this is as handsome a paper as I have seen in many a moon—and it is not only a handsome paper, but a mighty good one in point of news-service and practically every other point. Every detail of typography and mechanical makeup, especially of the first page, is handled with exquisite taste, and then, having been perfectly printed, one can understand why in my review of it I have soared to heights of admiration. To better verify my statements I shall include with this paragraph pictures of the front pages of both copies of the Sedan Times-Star with which I have been favored (Exhibits No. 3 and 4), and in presenting them to public view I ask the reader to study the pleasing balance, the neat head styles, and the excellent quality and quantity of the contents, which will be more or less evident. The editorial work in all of these news-stories is high class, and every feature advertises modernness and prosperity. Besides the abundant headed stories in evidence on the first page, this ex-


The Sedan Times-Star.

VOLUME 42. SEDAN, CHAUTAUQUA COUNTY, KANSAS, THURSDAY, JUNE 4, 1914. NUMBER 23.

FILE COMPLAINT AGAINST BELL — Decoration Day Observed By Dedicating Memorial to G. A. R. — NEW DISTRICT COURT CASES

No. 3

cellent sheet contains an unusually liberal amount of short local news, country correspondence, church notes, editorials, a department of brief headed local stories, and a unique department entitled "Farm Notes From Over the Country," which evidently consists of gleanings from correspondents, but which are not published under locality headings, as is customary, but all run in together under the one head, as intimated. The advertisement composition is strong, clean and simple in style and typography and the patronage is good. Withal I congratulate Brother Fruit on his evident success as a newspaper maker, and trust that this may not be the last time this department shall receive contributions from his office. I was about to close, but happened to think of

that one feature in this example, referred to above, of which I cannot approve, and that is the erroneous method of scattering the displayed advertisements here and there over the

The Sedan Times-Star.

VOLUME 42. SEDAN, CHAUTAUQUA COUNTY, KANSAS, THURSDAY, JUNE 11, 1914. NUMBER 24.

Capper Will Speak Here

Arthur Capper, candidate for governor of Kansas on the Republican ticket, will speak in the Sedan opera house, Saturday Evening June 20th. Everybody invited to be present. The ladies of the county are especially invited to hear our next governor. Mr Capper will speak in Cedar Vale on the afternoon

ADJOURNED SESSION OF COURT

Sedan Merchants Adopt a Closing Agreement---Effective Sunday

The Assessed Valuation of Real Property Shows a Big Increase

No. 4

pages, as if it were all purely an accidental business. This should be corrected, as per instructions laid down in last June's installment, whereupon the Times-Star will be as nearly perfect as any home weekly in the excellent state of Kansas.

✧ ✧

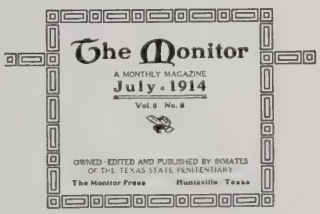
In exhibits 5 and 6 it affords me pleasure to offer a couple of cover pages from Editor T.

THE MONITOR MAGAZINE

JUNE · 1914

THE MONITOR PRESS · PUBLISHERS
HUNTSVILLE · TEXAS

No. 5


The Monitor

A MONTHLY MAGAZINE

July · 1914

Vol. 6 No. 8

OWNED EDITED AND PUBLISHED BY INMATES OF THE TEXAS STATE PENITENTIARY

The Monitor Press Huntsville Texas

No. 6

J. Porch of the Huntesville, Texas, state prison, both neat, artistic examples. In the first, however, it strikes me there is too great an expanse of white between the "head" and "tail," to look well, but maybe this is only because I am not yet used to such extreme simplicity. I should think it would have been better to have partially filled this space with a box, containing the list of contents.

✧ ✧

I think that bright little sheet, the Hinsdale Doings, of Hinsdale, Ill., would be far prettier if more care were exercised in writing and setting the heads, to have them all of uniform size and style. I would also suggest that, instead of starting out every column of the first page with a double-deck heading, it would be better to open only the two outside and the central columns with such heads (it is a five-column sheet) and drop the other two to a lower position in the second and fourth columns. These are little things, but they count materially in the appearance of a newspaper.

✧ ✧

The Marble Booster, of Marble, Colo., in a recent issue reprinted the review offered in this department of the June number, with an appropriate introduction. When a newspaper deserves conscientious praise, it gets it in these columns; and when it gets praise, it's a good stunt to pass the good news along, for the average home paper must advertise its own goodness occasionally, else home people will forget about it.

✧ ✧

The Belleville, Wis., Recorder is going to install a linotype—that is, if Editor E. R. Adamson can raise the necessary $300 by August 1st, which he is trying to do by popular subscription from his readers. I admire Brother Adamson's fine enterprise, and I dare say he'll get what he's going after. Here's hoping he does, anyway.

✧ ✧

One comes in contact with so many newspapers nowadays which are alive, prosperous, full of news and business, but which are nevertheless unsightly in typography and mechanical makeup, all due to a lack of knowledge as to what is good and proper in these respects. A majority of the papers I have examined in this installment have come under this class, and here is another one—the Odebold, Ia., News, very high class in several respects, but lacking conspicuously in taste in the matters alluded to above. I am glad to see the double-deck heads are improved, however; but there is still great opportunity for improvement in detail in the construction of the front page.

Although the rather romantic name of Carlton M. Brosius has disappeared from the "masthead" of the Sumner, Miss., Herald-Progress, the editorial columns are still good, and I surmise that, though the name has disappeared from its former place, Mr. Brosius is still on the job—at any rate, I will stick to it, the editorial department is still good.

✧ ✧

To my way of thinking, the Lawrenceburg, Ind., Press would carry a much more pleasing aspect in its first page, if a more sightly face than the bold condensed Gothic were employed in the head-lines. Or, even if a lesser variety of sizes of the Gothic were employed, and some care taken to make the headings symmetrical, both in style and typography, and more uniform, the appearance of the page as a whole would be much better. It is otherwise an excellent publication.

✧ ✧

A ponderous newspaper proposition is the Iron River-Stambaugh Reporter of Iron River, Mich., the regular weekly editions of which run

THE FINAL WIND-UP

OF THE

Tremendous REORGANIZATION SALE

This Sale A Record Breaker of All Records.

Thousands of customers bought to their hearts content of the marvelous bargains during the past week. Everyone went home with satisfaction in every package. The terrific onslaught on the stock by the surging crowd that has filled our store from the early morning until late at night has made it impossible for us to keep the stock in shape for convenient and easy selling and we are again forced to close the doors to rearrange the stock for the continuance of this sale.

Store Closed all day Friday

the doors will again

Open Saturday at 9 A. M.

These 7 FINAL WIND-UP DAYS will witness a terrific slaughter of all merchandise. PRICES SMASHED TO SMITHEREENS. SALE POSITIVELY ENDS SATURDAY, JULY 4th

Ladies' Ready-to-wear Apparel

Closed Out at Ridiculously Low Prices

LADIES, ATTENTION! Millinery at Half Price

Beginning Saturday, June 27th we will close out our entire stock of Ladies' trimmed Hats at Half Price. Come early and get your choice

Men's Suits Sacrificed

Four Wonderful Bargain Lots.

LOT 1 8.45

LOT 2 11.45

LOT 3 14.85

LOT 4 17.85

Doors will open Saturday at 9 a. m.

$15000 Worth of Shoes

Half must be turned into cash.

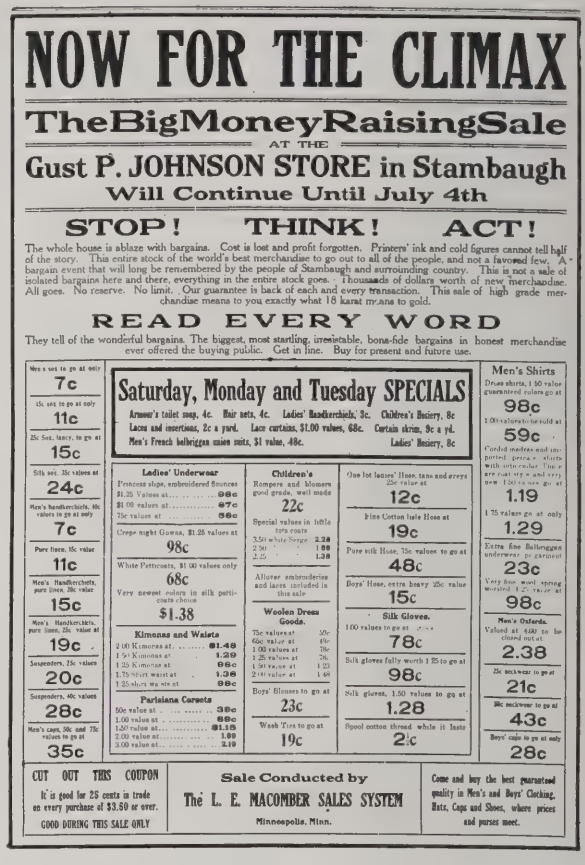
NOTICE—After the 4th of July we will take inventory of the stock and continue business under the new name of KROM & COMPANY

Krom's One Price Dept. Store

Iron River Michigan

No. 7

from twelve to sixteen pages. Full page ads and double page ads are frequent things with this enterprising sheet, and these gigantic advertisements are invariably handled in a creditable manner. Two of the full page ads (both taken from the same edition) are shown herewith as exhibits 7 and 8. They will show the excellent typographical equipment with which this Michigan office is blessed, as well as the


NOW FOR THE CLIMAX

The Big Money Raising Sale

AT THE

Gust P. JOHNSON STORE in Stambaugh

Will Continue Until July 4th

STOP! THINK! ACT!

The whole house is ablaze with bargains. Cost is lost and profit forgotten. Printers' ink and cold figures cannot tell half of the story. This entire stock of the world's best merchandise to go out to all of the people, and not a favored few. A bargain event that will long be remembered by the people of Stambaugh and surrounding country. This is not a sale of isolated bargains here and there, everything in the entire stock goes. Thousands of dollars worth of new merchandise. All goes. No reserve. No limit. Our guarantee is back of each and every transaction. This sale of high grade merchandise means to you exactly what 18 karat means to gold.

READ EVERY WORD

They tell of the wonderful bargains. The biggest, most startling, irresistable, bona-fide bargains in honest merchandise ever offered the buying public. Get in line. Buy for present and future use.

Saturday, Monday and Tuesday SPECIALS

Armour's toilet soap, 4c. Hair nets, 4c. Ladies' Handkerchiefs, 3c. Children's Hosiery, 8c
Laces and insertions, 2c a yard. Lace curtains, $1.00 values, 68c. Curtain skrim, 9c a yd.
Men's French balbriggan union suits, $1 value, 48c. Ladies' Hosiery, 8c

Ladies' Underwear

Princess slips, embroidered flounces $1.25 Values at 98c
$1.00 values at 87c
75c values at 59c

Crepe night Gowns, $1.25 values at 98c

White Petticoats, $1.00 values only 68c

Very newest colors in silk petticoats choice $1.38

Kimonas and Waists

2.00 Kimonas at $1.48
1.50 Kimonas at 1.29
1.25 Kimonas at 98c
1.75 Shirt waist at 1.38
1.25 Shirt waists at 98c

Parisiana Corsets

50c value at 39c
1.00 values at 69c
1.50 value at $1.15
2.00 value at 1.69
3.00 value at 2.19

Children's

Rompers and Rompers good grade, well made 22c

Special values in little tots coats

3.50 white Serge 2.38
2.50 " " 1.69
2.25 " " 1.38

Allover embroideries and laces included in this sale

Woolen Dress Goods.

75c values at 39c
60c value at 49c
1.00 values at 78c
1.25 values at 98c
1.50 value at 1.23
2.00 value at 1.48

Boys' Blouses to go at 23c

Wash Ties to go at 19c

One lot ladies' Hose, tans and greys 25c value at 12c

Blue Cotton hose Hose at 19c

Pure silk Hose, 35c values to go at 48c

Boys' Hose, extra heavy 25c value 15c

Silk Gloves.

1.00 values to go at 78c

Silk gloves fully worth 1.25 to go at 98c

Silk gloves, 1.50 values to go at 1.28

Spool cotton thread while it lasts 2½c

Men's Shirts

Dress shirts, 1.50 value guaranteed colors go at 98c

1.00 values to be sold at 59c

Corded madras and imported percale shirts with collar to match. These are neat styles and very new. 1.50 values go at 1.19

1.75 values go at only 1.29

Extra fine Balbriggan underwear per garment 23c

Very fine wool spring weight, 1.25 value at 98c

Men's Oxfords.

Valued at 4.00 to be closed out at 2.38

25c neckwear to go at 21c

50c neckwear to go at 43c

Boys' caps to go at only 28c

CUT OUT THIS COUPON

It is good for 25 cents in trade on every purchase of $3.50 or over.

GOOD DURING THIS SALE ONLY

Sale Conducted by

The L. E. MACOMBER SALES SYSTEM

Minneapolis, Minn.

Come and buy the best guaranteed quality in Men's and Boys' Clothing, Hats, Caps and Shoes, where prices and purses meet.

No. 8

strength and skill with which the displayed columns are treated.

✧ ✧

The Banner of Bucklin, Kas., still has its pages so crowded with displayed ads that to keep its face free from them is deemed out of the question, and the undesirable practice of scattering these ads to the four corners of the pages continues to prevail, more's the pity.

Worthy Merchandising

And Our Guarantee

When we sell you an article we do it with the sincere belief that it is as good, or a little better, as you can get any place for the price paid. We feel that it will give you all that you can reasonably expect in style, in quality—and in satisfaction. We know of what it is made, how it is made and where it is made. And we buy it for as little as we can, bringing it here and offering it for as little as we can afford.

And then there is the other side—your side. We believe that you have a right to expect that this store will give you the utmost for you dollar---in merchandise, in service and in satisfaction. And if you feel, at any time that you have not had what you consider satisfaction tell us about it and we assure you that every effort will be put forth to adjust matters to your liking. Isn't that fair?

With over 15 years of merchandise experience we feel free in soliciting a share of your patronage, your friendship, your good will.

Come in, inspect our goods, and get acquainted.

You can help us
We can help you

M. R. Bay & Company

No. 9

DeVinne is the face predominating in these displayed spaces in the Banner and the simple styles followed insures pleasing results, as the accompanying reproduction will substantiate. (Exhibit 9.)

While there is yet some opportunity for improvement, especially in a typographical way, the Pierce County Tribune, of Rugby, N. D., is an exceptionally bright and newsy weekly. It always gives an abundance of news and presents a regular department of editorials, the latter well written and along subjects of local interest, political issues predominating—and in North Dakota, anything pertaining to the state at large might truly be termed "local." The Tribune is up-to-date mechanically, too.

✧ ✧

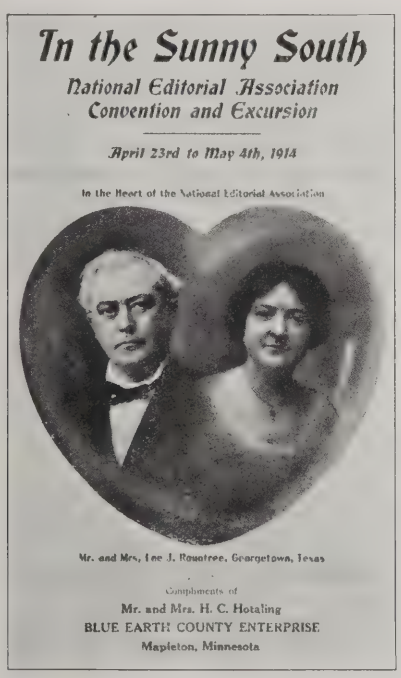
Thirty-seven newsy letters from as many different towns and communities in Mercer County was the record in the last copy of the Princeton, Mo., Post, now lying before me. Publisher Price is certainly a clever and persistent newspaper maker, and it is a pleasure to note that his efforts to give his readers a first class newspaper are succeeding and meeting with appreciation.

✧ ✧

A WORTHY ITINERARY PAMPHLET

The Story of the Trip of the Members of the N. E. A. Through Texas Well Presented

Mr. and Mrs. H. C. Hotaling, of the Blue Earth County Enterprise, Mapleton, Minn., are sending out a handsome pamphlet with their compliments, giving an account of the 1914 convention and excursion of the National Edi-


In the Sunny South
National Editorial Association
Convention and Excursion
April 23rd to May 4th, 1914
In the Heart of the National Editorial Association
Mr. and Mrs. Lee J. Rountree, Georgetown, Texas
Compliments of
Mr. and Mrs. H. C. Hotaling
BLUE EARTH COUNTY ENTERPRISE
Mapleton, Minnesota

torial Association from April 25th to May 4th. The work is well done and the story of the itinerary enroute and through Texas is cleverly given.

The matter was first run, from week to week, in the Enterprise with that loyalty ever manifested to the Association and to the people visited, who become the thoughtful hosts of the editors, with unbounded hospitality on the way, at the convention and on the editorial journey.

The publication will be welcomed and treasured as a memento and souvenir of the memorable occasion by all who were so fortunate as to participate therein.

The first cover page containing the portraits of Mr. and Mrs. Rountree in a design of a heart is most unique and pleasing and is reproduced herewith.

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A NEW TRADE PAPER

"Cleaning and Dyeing World" is a new publication by J. Roe Purchase, publisher, at 537 S. Dearborn St., Chicago. Its first issue was on July 1st and the first cover page in red, white and blue with the American flag as a center ornament and its first article entitled "Principles Promoted by Old Glory," part of which is the following:

"There is one phase of the extension of this work for humanity's sake that appears to be slightly related to our industry, and that is that in whatsoever country or clime the United States Government has obtained the necessary authority, one of the first and most important works has been the cleansing of the physical as well as the political conditions of peoples found in such countries."

"Cleanliness is next to godliness," and why should not a journal, devoted to the cause, claim to be doing a patriotic humanitarian work? The publication is well

The Printing Situation

gotten up and well printed on good book stock and the cover on excellent heavy white enamel. Mechanically, it certainly is appropriate to a journal devoted to the cause it represents. The subjects treated seem appropriate and the matter instructive and valuable.

The following declaration of the policy of the paper is commendable and worthy any trade or technical journal:

"It will be our aim to furnish those engaged in the cleaning and dyeing industry one of the very best trade newspapers that can be had under prevailing conditions. By the best is meant that which furnishes news and information of the kind best adapted to the interests of our subscribers. The interests of the industry represented by this publication and the interests of those engaged in it will be a matter of first consideration, our aim being to accomplish the greatest possible good to the greatest number."

"Some Impressions of a First Trip Abroad"

Mr. Louis A. Hornstein, he of the typographic department of the Mergenthaler Linotype Company, having returned from his first journey through Europe, has favored his friends with a little leaflet telling of some of his impressions, that are certainly interesting and instructive. The pamphlet is from the Fourth Estate Press, New York City.

He visited the Graphic Arts Exposition at Leipsic, and while he found it a great exposition and well worthy of a visit, he found it in a condition of incompleteness and receiving slight attention.

The following extracts from Mr. Hornstein's "First Impressions" will be read with interest:

I reached Frankfort rather late Sunday night, but as the music halls and beer gardens do not really open until about 10 or 10:30 p. m. in the German cities, I was in ample time to spend a pleasant evening. At the Krystal Palast, one of the largest concert halls, which I reached about 11 p. m., the orchestra started playing the "Star Spangled Banner" as I stepped into the entrance. Merely a coincidence, of course, but can you beat it?

Berlin, where I put in nearly a week, had rather a depressing effect upon me. Possibly this was due more or less to the weather, which was gloomy, but I am inclined to attribute it to the geometrical precision with which the monuments are distributed throughout the city, the archaic horse-drawn omnibuses, and the atmosphere of subservience to royalty and military authority apparent everywhere.

Leipsic, and the Graphic Arts Exposition there, was, of course, my objective point. We must hand it to the Germans. They are certainly very thorough in everything they undertake, even though they may be a trifle slow. The exposition at Leipsic is no exception to either of these views. The showing made will be magnificent—when it is completed. At the time I was there many of the buildings were still unfinished, although the exposition had been open for about two weeks. In the two great machinery halls, in which I was chiefly interested, only about two-thirds of the machinery was installed, and of that portion not more than 25 per cent was in operation. Possibly by the time the exposition closes everything will be in readiness.

The exposition grounds were well filled by the local public, which thronged the concert halls and restaurants, congregated in great crowds before the band stands, patronized the merry-go-rounds, scenic railways, side shows, dancing pavilions and beer halls liberally, but utterly neglected the exhibits. The interiors of the buildings were practically deserted. The same spirit of indifference seemed to pervade the attendants at the booths. Now, in America, at an exhibition of this kind, if visitors were scarce, the attendants would all be on the lookout to drag in anyone who manifested the slightest interest. Not so in Leipsic, however. I stopped at a number of booths, but the men in charge paid not the least attention to an interested visitor, possibly a prospective customer, looking on, in spite of the fact that there were so few of them. Rather they seemed to resent his curiosity as an interruption that interfered with thir private affairs.

I had letters of introduction to Dr. Ludwig Volkmann, the chief of the exposition, and Mr. Max Fielder, the managing director, and spent the better part of a day and a half trying to get in touch with either one of them, but failed. This was partly due to the way the German telephones balked when I tried to use them. While I can usually make myself understood in German, and can understand it when it is enunciated slowly and distinctly, I could do neither on the telephone. Consequently, as my time was limited, I finally gave it up and wandered around alone. It is indeed a great exposition and well worth a visit by anyone even slightly interested. I regret that I could not have devoted a month or more to the many interesting and instructive exhibits.

Even here the deference to royalty was very much in evidence. I was shown what looked like an ordinary Washington hand press. Upon inquiring as to its particular merits I was informed that the Kaiser had pulled a proof on it.

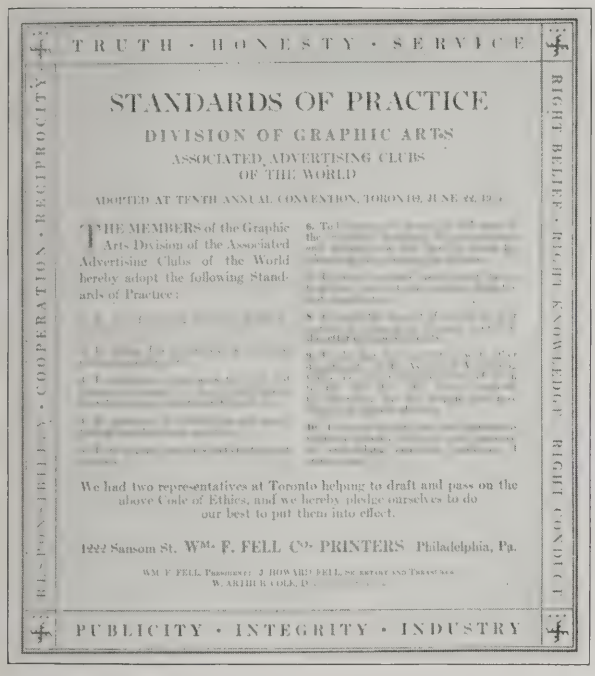
From Leipsic to Munich one passes through a magnificent stretch of country, prolific in scenic effect, known as the Switzerland of Germany. Although my stay in Munich was short, I was very favorably impressed with the beauty and interest of the city. While my being on a diet and on the "water wagon" was more or less of an inconvenience throughout my trip, it became irksome in Munich. Here I was in the center of the beer industry, at the place where real beer was invented, so to speak, surrounded by about thirty imminense breweries, and I could not touch a drop. All through Germany water is used very sparingly as a beverage, and I was regarded with suspicion when I insisted on drinking it, but in Munich I found it almost impossible to get ordinary wet water. The waiters always acted queerly when I ordered mineral water, and on two occasions when I demanded plain water the fact was first reported to the head waiter, who came to my table and asked my name and address. Possibly he in turn reported me to the authorities, who kept me under surveillance during my stay in the city as a suspicious character. At the hotel when I asked for water in the breakfast room, a porter was immediately dispatched to find out if the plumbing in my room was defective.

Women working in the fields were a commonplace sight from the car windows while traveling through Germany, but in Munich I saw for the first time women cleaning the streets, throwing street railway switches, and doing other menial work of a like nature. I was informed that in Vienna and other Austrian cities women are employed as hod carriers and coal heavers as well. Possibly the engagement of women in these and kindred occupations accounts in large emasure for the cleanliness of the German cities. Not only are the streets clean, but every hotel I stopped at was simply immaculate, and nowhere have I ever had better laundry work done.

Much as I would have liked to extend my journey to Austria and Italy, the time limit I had set would not permit of it, as I felt that the trip would be incomplete without spending at least a few days in Switzerland. After doing so, I realized that I was not mistaken, and regretted that I had not shortened my time in France and Germany so as to prolong my stay among the Alps. More worthy pens than mine have described the beauty of the Swiss scenery, so I will not attempt it. Suffice

to say that Switzerland is superb. Some time I am going to spend a whole summer there.

In crossing the various frontiers the examination of my baggage by the customs authorities had been merely perfunctory up to this time. In many cases I had not even been required to unlock my trunk. On the way from Basle to Paris, however, the French customs officers invaded the privacy of my sleeping car compartment at 1 a. m., waking me from a sound sleep in order to go through my hand baggage. On arrival at Paris the inspector, after asking the usual question as to whether I had any cigars, cigarettes, tobacco, or spirits, and being answered in the negative, made me open my trunk for examination. Now, I had packed among my shirts a package of German cigarettes, which I was bringing along as a curiosity, and had forgotten all about them. With unerring instinct his hand went direct to the cigarettes, and I stood before him guilty of having made a false declaration. Not only did he confiscate them, but the scoundrel made me unwrap and open up


TRUTH · HONESTY · SERVICE

STANDARDS OF PRACTICE

DIVISION OF GRAPHIC ARTS

ASSOCIATED ADVERTISING CLUBS OF THE WORLD

ADOPTED AT TENTH ANNUAL CONVENTION, TORONTO, JUNE 22, 1916

THE MEMBERS of the Graphic Arts Division of the Associated Advertising Clubs of the World hereby adopt the following Standards of Practice:

We had two representatives at Toronto helping to draft and pass on the above Code of Ethics, and we hereby pledge ourselves to do our best to put them into effect.

1222 Sansom St. WM. F. FELL CO. PRINTERS Philadelphia, Pa.

PUBLICITY · INTEGRITY · INDUSTRY

RIGHT · TRUTH · JUSTICE · RECIPROCITY · COOPERATION · RECIPROCITY · RIGHT · TRUTH · KNOWLEDGE · RIGHT · COUNCIL

A Good Advertising Card to Boost Excellent Standards Principles

for his inspection every single package that the trunk contained. As I was homeward bound at this time, I had accumulated considerable junk in the nature of souvenirs, mementos, gifts for friends, etc., in the course of my travels, so I was detained fully an hour while he made his leisurely examinations. The worst of the situation was that I could neither swear at him, because he would not have understood me, nor protest very vigorously, for fear that he would have me "pinched," since he had caught me "with the goods."

After three more days in Paris and three days in London, I sailed for home on May 31.

Europe has much to show in the way of beautiful scenery and places of historic interest, but the United States is the best place in the world to live in after all, and it felt good to be on the way back.

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I believe in Art in Advertising, and that, other things being equal, the artistic advertisement has the call. I believe, too, that an ad can be made too darned artistic for what it is attempting to advertise.

The New Ad Man

By Dundas Henderson

At the Toronto Convention of Advertising Clubs much talk was heard regarding what many are pleased to call "the new ad man," referring, of course, to the name "Advertising Counselor."

Most people are handling this name without really understanding what it means. They are not yet able to grasp the full significance of the vocation.

It is not really new, nor yet is it extraordinary in any degree. There have been Advertising Counselors since the beginning of advertising but it is possible that only those men who really understand advertising and have made it successful know what an Advertising Counselor means.

In a very short time now the preliminary work and pronouncement of the American Institute of Advertising will show what is meant by the expression "Advertising Counselor." The committee of the institute is being rapidly completed and when complete it will initiate that work which, it is hoped, will considerably change the whole complexion of advertising for the better. From facts now in my possession it will bring many surprises during the next twelve months.

Advertising is just about to come into its own through the good work of the Associated Advertising Clubs of America—now of the entire world—in boosting the "idea." The American Institute of Advertising will standardize it and make it a scientific force in the business world so that such boosting in the future may have greater weight. The Associated Clubs will shortly have a standardized business force to boost. At present they are boosting the practice of advertising just in the same way as all the elements that go to make up the "medical fraternity"—quacks, patent medicine fakers, heal-all-cure-all men, etc.—might join together to boost the practice of "medicine." They would not, of course, be boosting the science of medicine, nor yet would they be making better physicians. The Associated Clubs are not boosting the science of advertising nor are they making better advertising counselors.

What I want to call attention to regarding the "new ad man" is the way the name "Advertising Counselor" is being used already to indicate the higher and scientific side of the advertising profession. Some time ago Mr. Julius

Schneider left the Chicago Tribune to follow Mr. Keeley to the Chicago Herald as director of advertising. Under the old conditions he would have been announced as the new advertising "manager." Mr. Keeley, however, is one of the most progressive newspaper men in the country and Mr. Schneider was announced on the front page of the Chicago Herald as General Advertising Counselor of the paper.

This is significant. Mr. Schneider on the Tribune was referred to as the Advertising "Counsel." Now in charge of all advertising he is "Counselor."

I am creditably informed that one other of the big dailies is going to call its advertising manager "Counselor." It will be a step in the right direction. It would be unfair, of course, if such a course were followed and men held the positions who have not the mental equipment of Mr. Schneider, but I believe the American Institute of Advertising through its new standard will soon put the necessary qualifications on the right plane—a plane that newspaper publishers will recognize because of the efficiency they will obtain thereby. The "head solicitor" will still be the "head solicitor," but the man in charge of the advertising will be a man who can give that scientific service that the best newspapers find is absolutely necessary to meet modern competition—a competition becoming more intensive every day.

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Benefits of the National Editorial Association to the Young People

Chester H. Fox is a student of the Austin High School, Chicago. At the risk of slight interference with his studies his father took him on the editorial trip to Houston to attend the N. E. A. Convention and then to tour the great Empire State of Texas, believing that what was lost by absence from school would be more than made up by all that would be learned and enjoyed through travel and attendance upon sessions of the association. The boy returned and entered upon his school work with new zest, vigor and purpose. Besides this, he made his fellow students sharers in what he had seen, enjoyed and learned by delivering a public lecture on Texas, before the members of the public speaking class and their friends. He had collected a large number of views and by the use of a mirrorscope he threw the pictures on a screen in a way to enable his hearers to see what he had seen and the better to understand and appreciate the story of the journey.

Master Fox is advertising manager of the "Maroon and White," the paper published by the students, and hence the editorial convention came in his line, but the travel brought the greater benefit. The educational advantages and benefits of the editorial conventions and trips to the young people accompanying their parents are very great, to say nothing of the pleasures. This trip through Texas this year was especially inspiring, broadening, informing and thought awakening, as will be also the trip to the Panama Exposition next year. It is being planned to set the date after the close of the schools so as to give the greater opportunity for attendance both by the parents and the youth, but if school had to be neglected, it would be found that such a trip would more than pay in the added knowledge and enthusiasm—the renewed vigor and increased purpose and ambition.

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NEW MEANS AND METHODS OF ECONOMY AND EFFICIENCY

The type pages of books and type forms of all kinds of catalogs, tariffs and so on are now being stored in galleys. This is one of the new methods developed largely by the study that cost systems, congresses and other agencies have induced printers to make. The understanding and adoption of cost system leads to economy and efficiency.

C. P. Carl of the J. B. Savage Company, Cleveland, was the originator of this plan, which has since been adopted by many printers in all parts of the United States. This new method is proving a remarkable time-saver; pages can be located much easier than they could be where letter-boards and other methods of storage are used; there is less danger of piing the form; pages can be proofed right in the galley that it is stored in; corrections can be made in the galley without removing the page and, in fact, the advantages of the plan as explained by Mr. Carl to the writer are really remarkable considering the simplicity of the idea.

There have been some very clever ideas in galleys developed because of this new system of storage; also cabinets designed especially to hold the galleys. The system is one that is well worth the consideration of any progressive printer who wants to reduce costs.

Now that printers as a rule know the cost of labor in their shops, they are more interested in labor saving devices than they were a few years ago and it is just this interest on their part that is making possible the improvements along the line suggested above. No doubt many printers have figured out simple but effective means of reducing cost. This publication suggests that you do not hide your light under a bushel but let your fellow printers know of the good things you have discovered.

The National Printer-Journalist is anxious to serve all by becoming a clearing house, without charge, for information about all economic devices and methods. Freely give that you may freely receive.

⁂ ⁂ ⁂

Happy the man who has a boss who has done the work he is doing, and realizes its problems and its responsibilities, and acts as if he does.

BUSINESS NOTES

This Department is conducted for the benefit of advertisers, and expresses their claims and views

10,760 EMS AN HOUR—NOT A SPEED TEST

From the Baltimore (Md.) Record office, John J. Brewer sends information covering a remarkable new speed record made by John H. Ferguson, operator in the Record chapel, on a Quick-change Model 8 three magazine Linotype.

On May 27, Otto Berkhardt, business manager of the Record, notified the foreman that copy had just come in covering Acts of the Legislature of 1914, measuring about 115,000 ems of 6-point, which had to be produced before 6 o'clock P. M. on the day following. The operators were requested to remain for overtime that evening, but as usual, on occasions such as this, they begged off with the understanding that the matter must surely be produced on the day following, in addition to regular composition for the Record.

At 7 o'clock A. M. on May 28, the operators started off on the big job determined to make good on their promise to get it up before 6 o'clock that night. About 8 o'clock the foreman arrived, and at once "looked over the situation." His eye was attracted by Mr. Ferguson's "string" for the first hour, which was exceptionally long for such a short space of time. Then he had an inspiration to "measure" the operator for the day without allowing him to be aware of the fact.

The measure was 13 ems; size of slugs 6-point solid; the copy was typewritten and exceedingly difficult to follow at times, because of its tautological character. He cared for his own machine while operating, dumped the metal, removed the matter, and kept working along without the slightest idea of making a speed record, and without the knowledge of his being watched. At the end of seven hours, his matter was measured, and it was found that he had set 75,322 ems, or an average of 10,760 ems of corrected matter an hour, for a seven hour stretch.

When the foreman told Mr. Ferguson of the great quantity of work he had produced that day, he was himself astonished, but requested that the subject be dropped, and that no news of it be given out for publication. Mr. Ferguson's friends, however, did not approve of this, and after much persuasion he finally permitted Mr. Brewer, the proofreader, to send the information to this office.

Those who formed the group that "measured" Mr. Ferguson during his remarkable performance and corroborated Mr. Brewer's figures and data, were Otto Berkhardt, business manager; Ernest Crapster, managing editor; William E. Hubbard, foreman; Joseph Whitmore, copy-holder, and John J. Brewer, proofreader.

Mr. Ferguson is a member of the Baltimore Typographical Union, President of the Maryland Federation of Labor, and President of the City Central Body. He is among Baltimore's most active men in civic life, and is well liked by his fellow craftsmen in the printing industry. He is averse to appearing in the limelight, and discourages self-advertising. We consider it only right, however, to give the facts in regard to this remarkable speed record.

As a rule speed maniacs should be discouraged, but there are times when speed is necessary, and on such an occasion John H. Ferguson was found to be the man who could get out the work on schedule time. He is not a speed crank, but works along, so to speak, as the "spirit moves him."

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SOME OF THE SIGHTS OF NEW YORK

The Hippodrome at New York is perhaps the largest theatre in the world. It seats 6,500 people and its stage usually has from 350 to 375 persons in the casts for the great spectacles presented there.

A part of the program of entertainment prepared by the printers of New York for their guests, the printers of the country, at the twenty-eighth annual convention and cost congress of the United Typothetae and Franklin Clubs of America will be an evening at the Hippodrome.

While the sights of New York make the trip well worth while the arrangements provide that they can be seen by the printer-visitor without his missing any session of the convention and congress, the program for which contains papers and addresses on most important and pertinent trade matters.

Here is some data as to a few of the sights for those who have never visited New York.

Ocean Liners and Piers—5,000 ships, carrying 2,000,000 passengers from ports all over the world, arrive annually. An average of thirty ocean-going vessels arrive or depart daily. Ships of 100 lines ply to and from the 275 piers.

Grand Central Terminal—Covers seventy acres and has sixty-seven tracks; 94,000 passengers daily; cost $100,000,000.

Pennsylvania Terminal—Covers 220 acres, with eighty-nine tracks; cost $118,000,000.

Office Buildings—The Woolworth Building, loftiest inhabited structure in the world, fifty-five stories, 780 feet high, forty acres of floor space; the Metropolitan Tower, fifty stories, 750 feet high, twenty-five acres of floor space; the Singer Building, forty-six stories, 612 feet high, eleven acres of floor space; the Hudson Terminal Building, largest office structure in the world, twenty-two stories, contains 4,000 offices with 10,000 tenants; and 225 other buildings from fourteen to forty stories and housing from 1,000 to 8,000 tenants.

The Four Great Bridges—Across the East River, 135 feet above the water, the Brooklyn (suspension) Bridge, 6,537 feet long, eighty-five feet wide; Williamsburg Bridge (greatest suspension bridge in the world), 7,200 feet long, 118 feet wide; Queensboro Bridge (in height and carrying capacity greatest cantilever bridge in the world), 8,231 feet long, eighty-six feet wide; Manhattan Bridge, 6,855 feet long, 122 feet wide.

All printers are welcome at the convention and cost congress whether affiliated with the great printers' national or not. There will never be a better time to see New York than October 6, 7 and 8, and it is estimated 2,000 visiting plant owners will be in the city at that time. Prepare to be one of the visitors by writing for information as to hotel rates, etc., to the General Committee, 147 Fourth Avenue, New York.

⌘ ⌘ ⌘

If I owned a laundry, I would advertise that I would do as most laundries do not do—and I would do it. Does any laundryman in your town advertise?

POPULARITY

The night was dark and moonless. Scurrying clouds obscured even the little light the stars might have afforded. Our tall and singularly handsome watchman—ever awake—ever alert—suddenly sat up and began to take notice. "Hist!" he said to himself, in pure Pennsylvania Dutch; "vot iss?" He could distinctly hear a low, grating, rasping noise at a nearby window. "Besser Ich avay vent und call me dem polices py der shop alretty," he soliloquized, for he is as brave as he is handsome.

No sooner said than done. "Hey! Vas dot you, central? Gif me dem polices. Jah. Who dot iss? Ich vant to see Honus. Honus, dot you? Dis iss National Bress Combany. Sent der polices debartment by der shop right avay quick vonce. Ve iss gitting ropped. Somebotty iss trying to preak in und steal dose bresses. Vot will I did vile you iss caming? Jah! All right."

The watchman began to make as much noise as he could, so that the party with burglarious intent would know that on the job was one brave soul ready to sell his life dearly, the while discreetly keeping a large bullet-proof safe between himself and the window at which he had heard the noise. A half hour later two electric flashlights were piercing the darkness on the hill overlooking the factory, and in a moment more the police force was in the building.

"You vas in dime, dank Gott," was the fervent greeting of the watchman.

"Did you got him?" asked the police department.

"Nein! Nein! He has vent," replied the watchman, in a tone of relief.

"Vot was he didding?" asked the department.

"Came in der shop yet und Ich vill show you. See dot bress? Well, dot tief was intending dot bress to steal alretty. But he don'd got no bress ven Ich ben by der yob, Ich bed you. Dot bress veighs alretty most fimp tousand pounds, und grossus piles gelt it's vort."

This closed the incident. Davis, the National sales manager, says it is only one more proof of the great popularity of the National. He is sure that there are but two reasonable explanations of this attempt to purloin one of the presses. One is that some printer finds he will be delayed a month or so in getting the cash for the down payment, and thought he couldn't afford to wait that long for his press. The other is that a competitor too poor to buy a National determined to have one anyway, so that he could dissect it and learn how a real automatic press is made.

TABLE OF CONTENTS—AUGUST, 1914

	Page
Benefits of the N. E. A. to the Young People	604
H. A. Brainerd, Hebron, Neb.	585
Business Management	571
Business Notes	605
Chautauqua Meeting of Editors, A Great	580
Discarded Washington, The	594
Editorial	578
Getting Together of Mankind, The	556
"Home Talent" Subscription Agents	570
Hopeful Business Outlook, A	586
Ideas for Progressive Typographers and Compositors' Round Table	559
Incidents of Early Newspaper Makers and Making	566
In Peace Prepare for More Peace	557
Itinerary Pamphlet, A Worthy	601
Law and the Press, The	553
Model Souvenir Edition, A	573
More Work Through Publicity	587
New Ad Man, The	603
New Means and Methods of Economy and Efficiency	604
Newspaper Criticisms	595
New Trade Paper, A	601
Photo-Engravers Join Hands with Associated Advertising Clubs of the World	592
Proofreader, The	570
Reasons for the New Potency of Home Papers	555
Reputable Physicians Should Advertise	557
Should Give Home News Preference Always	594
Some Impressions of a First Trip Abroad	602
Tenth Annual, Happy Inspiring and Instructive Occasion	586
Thanked for Excellence of Service	572

INDEX TO ADVERTISEMENTS

Acme Staple Machine Co.	545	Jaenecke Printing Ink Co., The	544	Riessner, T.	550
American Embossing Co.	550	Johnson Mfg. Co., C. I.	542	Roosen Company, H. D.	Cover
Argus Pressclipping Bureau	551	Keystone Type Foundry	607	Rouse & Co., H. B	551
Barnhart Bros. & Spindler	547	Levey Co., Fredk. H	545	Royle & Sons, John	551
Barnes-Crosby Co.	540	Megill, E. L.	607	Sheasgreen, Ed. E.	550
Butler Paper Co., J. W	537	Merriam Co., J. & C.	550	Swink Printing Press Co	544
Denham Costfinding Co	551	Mergenthaler Linotype Co.	539	Syracuse Smelting Works	545
Federation of Trade Press Assns.	546	Miller Saw Trimmer	550	Typo Mercantile Agency, The	550
Globe Eng. & Electrotype Co.	547	National Automatic Press Co.	551	U. T. A. Convention	548
Goss Printing Press Co	552	Novelty News, The	607	Wanner Machinery Co	549
Hamilton Mfg. Co	543	Okie Co., F. E.	608	Wants and For Sale	607
Hoke Engraving Plate Co	549	Oswald Publishing Co.	607	Weekly Printing Trade News	549
Houghton Mifflin Co.	549	Queen City Printing Ink Co.	538	Wetter Numbering Machine Co.	606
International Typesetting Machine Co.	Cover			Wood & Nathan	541

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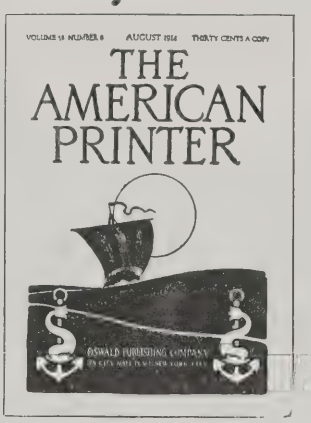

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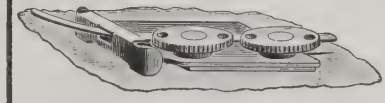

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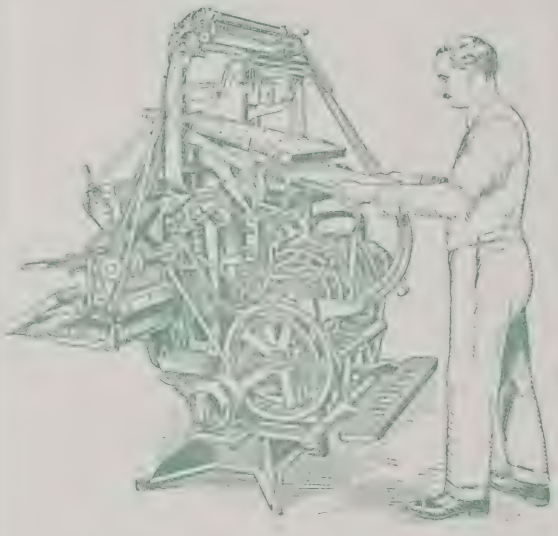

Removing one of the magazines from Multiple Magazine Intertype Model B

WORLD WIDE DISTRIBUTION

	Last Month	Previously
United States	73	520
England	3	11
Canada	1	27
Australia	9	35
South Africa	—	1
Sweden	1	15
Holland	1	4
Hawaiian Islands	—	1
Switzerland	1	—
Cuba	—	5
South America	—	3
Finland	—	2
Norway	—	5
New Zealand	—	9
	89	638

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Without Adding to Your Equipment

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¶ You may be getting a reasonable amount of printing business for your efforts—you are selling a fair percentage of customers about all the printing they are buying. Is there anything else these customers use that you might sell them but are not, because you do not handle such goods? Every Retailer, Wholesaler, Professional Man and Manufacturer, at some time during the year, buys from one or more of the following lines:

Calendars, Announcements, Wedding Stock and Engraved Goods, Folders, Correspondence Stationery

¶ Somebody is selling them and getting the profit. Why should not you, especially when you are the logical source for such lines? Soliciting these orders need not interfere in any way with your regular printing business, because it can be done during slack times.

¶ Our lines have been built up on an intimate knowledge of the consuming public's requirements. The samples and data we will furnish you, will enable you to go right out and take orders. We are anxious to get in touch with printers who want to know more about "Five Ways to Increase Your Business."

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ESTABLISHED 1844

Printshop Equipment

Part of Display Room for New Equipment.

In addition to JOHNSONIZED MACHINERY we carry a very complete stock of all new material and machinery used in a printing office, including Hansen Type, Standard Line, Copper-alloy, manufactured in the New England States for forty-two years—also Hamilton Steel and Wood Furniture, a carload of Chandler & Price New Series Gordons and Paper Cutters usually on hand; Challenge products, etc.

C. I. JOHNSON MFG. CO.

Hansen Diamond Nick Type

THE INDEPENDENT PRINTERS SUPPLY HOUSE

Saint Paul Minnesota

THIS ADV. SET IN HANSEN MASTERMAN ROMAN

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When buying a composing machine
you are really buying output.

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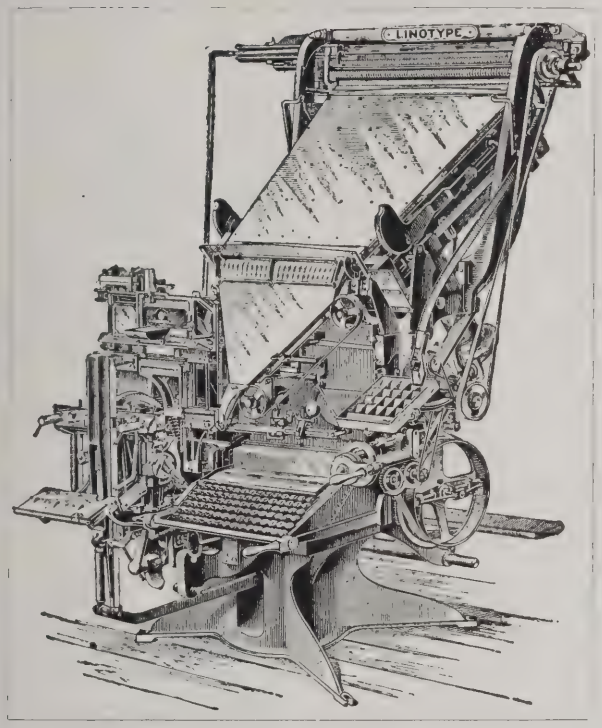
Not only does all the work, but it
pays to do it "the Linotype Way."



OF the various models of Linotypes there are some exactly suited to your work. Tell us your requirements and we will help you select the right one.

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HAVANA (Cuba): National Paper and Type Co.
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TOKIO: Teijiro Kurosawa

SOUTHERN EUROPE, AFRICA, AND THE FAR EAST: Linotype and Machinery, Limited, London, Eng.

Here Are a Few Barnes-Crosby Ideas Applied To Its Own Business

DURING the past year Barnes-Crosby Company has done more advertising than all the other engraving interests in the country put together.

In newspapers, magazines and by direct mailing of booklets and folders, it has succeeded in doing for itself just what it can do for you and for any man with something to sell.

The pictures which border this page show a part of the folders, portfolios and booklets which have been issued by Barnes-Crosby Company during the past year—to spread the message of good engraving and good illustrating to every advertiser in the country.

We have a small quantity of each of the booklets we have shown which will be sent to you upon the receipt of your request, written on your own letterhead.

Day and Night Service

Barnes-Crosby Company

E. W. HOUSER, President

Artists : Engravers : Catalog and Color Plate Makers

226 W. Madison St., Chicago 11th and Locust Sts., St. Louis

Branch Offices in Principal Cities

The Metropolitan Tubular Plate Rotary Press

Running at the same rate of speed as other rotary newspaper presses carrying the same number of plates, it prints and delivers precisely double the number of papers per hour.

The explanation of this remarkable result lies in the fact that in all other rotary presses each stereotype plate is **out of contact with the web** one-half the time, and therefore **printing only half the time,** while in the Tubular Plate Press every plate is **in contact with the web and printing all the time.**

The Tubular Plate is the greatest invention relating to rotary presses in the last half century.

Nearly one hundred of these presses are now in daily operation in important newspaper establishments in this and other countries. **We get absolutely no complaints** from any publishers using them, but, on the contrary, frequent expressions of **enthusiastic approval.**

Heretofore the Tubular Plate Press has been built only two pages wide, and has not, therefore, been adapted to metropolitan offices. We have now completed the first double width or four plate wide machine, adapted to newspapers of the **largest circulations,** and we are happy to announce to all newspaper publishers that we can now furnish you with presses occupying no more space than your present machines, costing no more to operate, but more simple and convenient in every way, which, running at the same speed, and equipped with the same number of plates, will give you **just two papers to one as compared with the presses you are now using.**

All publishers are cordially invited to visit our factory and see the press in practical operation.

An illustration of this machine is being prepared, and will be published soon.

DUPLEX PRINTING PRESS COMPANY

BATTLE CREEK AND NEW YORK

I. L. STONE, Chairman of the Board. **ROBERT HOE, President**

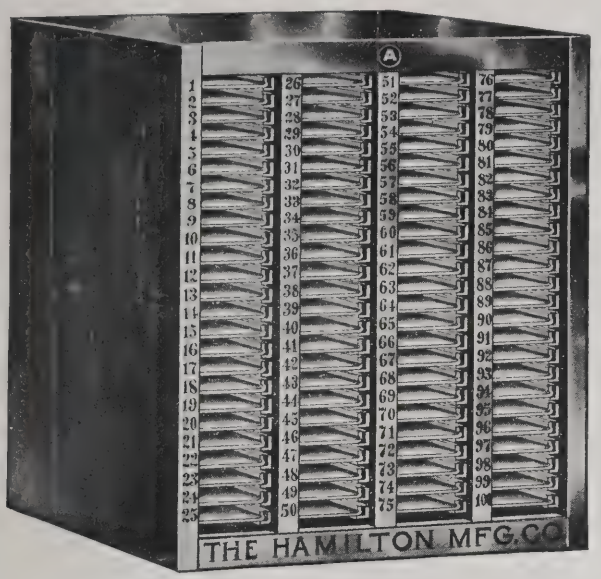
THE QUEEN CITY PRINTING INK CO.

CINCINNATI

BOSTON	KANSAS CITY	DETROIT
CHICAGO	MINNEAPOLIS	ROCHESTER
PHILADELPHIA	DALLAS	ST. PAUL

"The Race Is to the Swift"

In these stirring times the battle is won through efficiency and thoroughness of equipment as surely in the workshop as on the battle-field. A little lead at the beginning of a race often means first place at the finish. *Strike now and strike first.*



No. 658 GALLEY CABINET—STEEL CONSTRUCTION
No. 658 Steel Construction with Steel Galleys, $80.00
No. 26 Wood Construction with Steel Galleys, 65.00

The cabinet illustrated is designed on the same unit principle as our other galley cabinets, making possible the addition of units as the needs of an office demand. The galleys in the cabinet are the famous Hamilton cold-pressed steel with jointless corners. No riveted laps, no welding or brazing. The No. 658 Cabinet is of massive steel construction with great strength and durability.

Printers who are losing time in handling matter, taking proofs, making corrections, etc., should investigate the merits of this system. Full information sent promptly on request.

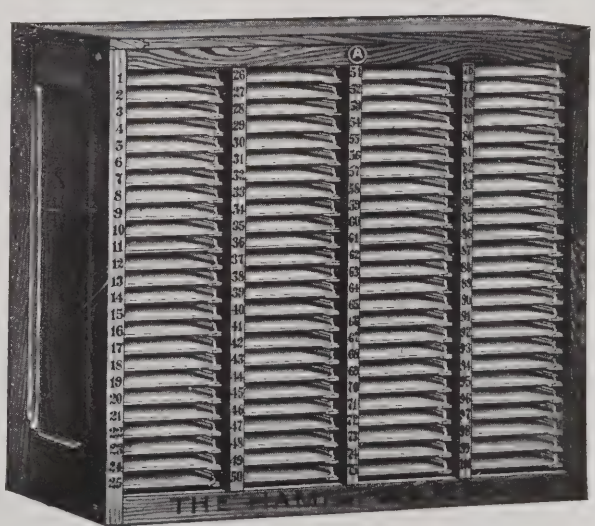
New Wood Type Faces

Now ready for distribution, a handsome 16-page circular showing a new series of six Cheltenham faces in as many different widths, together with a handsome border to correspond, all for two-color work, in combination of a plain block letter and an outline face. This class of lettering is now much in vogue for poster and sign printing and is very effective in red and black. A copy of this handsome circular, showing the very latest in wood type, will be sent to any interested printer on request.

The Hamilton line of Steel Composing-Room Equipment is recognized as standard the world over wherever steel goods have been installed. The supremacy in wood construction sustained by the Hamilton product for over thirty years has been quickly repeated in connection with the new steel equipments. The experience gained in over thirty years of manufacturing goods for the world's greatest printers and the gleaning of the most valuable ideas and requirements of these most practical printers, all of which enter into the Hamilton products, has naturally been the direct cause of this supremacy. Hamilton composing-room furniture in wood and steel construction will always represent goods of quality plus utility.

The modern method of storing matter is on galleys. The advantages of this plan have been demonstrated in hundreds of offices. This is one of the new departures that efficient methods of cost-keeping have developed.

We have designed several styles of cabinets and imposing tables in both wood and steel construction for storing page-size galleys. We show here a new design in a modern steel cabinet for storing double-column galleys, making it possible to store large quantities of column matter in a small amount of floor space and at a moderate price for the cabinet complete with galleys.



No. 25 GALLEY CABINET—WOOD CONSTRUCTION
No. 657 Steel Construction with Steel Galleys, $55.00
No. 25 Wood Construction with Steel Galleys, 45.00

THE HAMILTON MANUFACTURING CO.

Main Offices and Factories, TWO RIVERS, WIS. **Eastern Office and Warehouse, RAHWAY, N. J.**

HAMILTON GOODS ARE CARRIED IN STOCK AND SOLD BY ALL PROMINENT TYPEFOUNDERS AND DEALERS EVERYWHERE

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer

QUALITY-SERVICE

WE OFFER YOU INTELLIGENT COOPERATION BASED ON TWENTY-FIVE YEARS EXPERIENCE IN PRODUCING THE MOST EFFECTIVE AND SUITABLE *STYLE, GRADE* AND *FINISH* OF DESIGNS AND ENGRAVINGS TO MOST ECONOMICALLY PRODUCE THE RESULTS TO BEST SUIT YOUR PURPOSE.

GATCHEL & MANNING

DESIGNERS AND ENGRAVERS
IN ONE OR MORE COLORS

SIXTH AND CHESTNUT STREETS
PHILADELPHIA

BRILLIANTINE GOLD INK

"The kind you mix yourself"

Produces the brilliancy of Bronze Powder, with all the attendant annoyance and trouble eliminated, in half the time and cost. Dries hard, works clean and will not rub or smear. Get some for trial from your nearest jobber or dealer, or direct.

THE JAENECKE PRINTING INK CO.

NEWARK, N. J.

609-611 So. La Salle St.,
CHICAGO, ILL.

208 Olive Street,
ST. LOUIS, MO.

SILENT SPEED

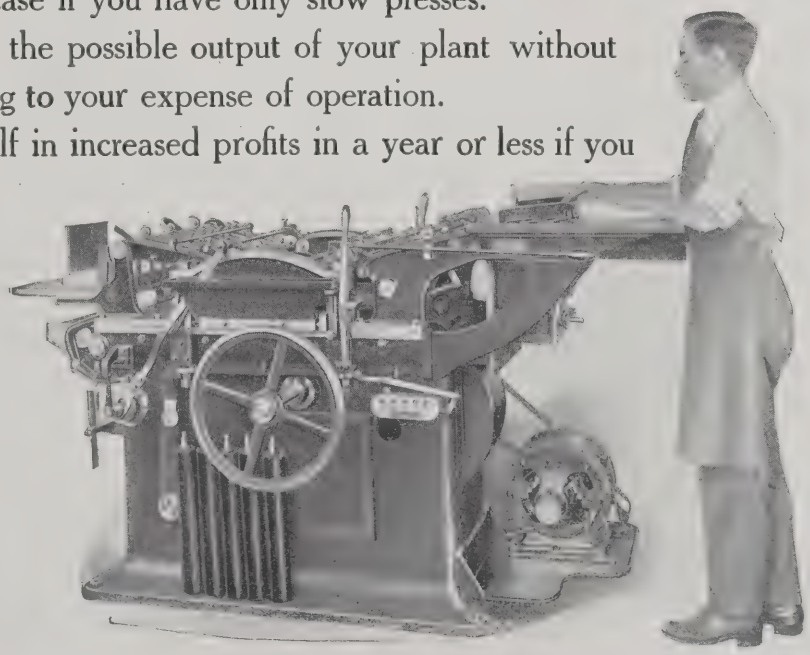
TEN REASONS

Why "The Baby" Cylinder

IS THE LITTLE

BIG MONEY MAKER

1. It takes no more floor space than one platen with its feed tables.
2. It costs no more to operate than one platen.
3. It will turn out as much work as two or three hand-fed platens.
4. Any job can be made ready as quickly, and most jobs can be made ready properly in less time than on a platen, as the impression is more rigid and less overlaying and patching is required.
5. Make-ready requires less attention while running as the press is built for hard tympans which do not pack down and develop weak spots.
6. On account of superior ink distribution it uses less ink than a platen.
7. It will handle rush work quickly and without disturbing other work as is often the case if you have only slow presses.
8. It greatly increases the possible output of your plant without materially adding to your expense of operation.
9. It will pay for itself in increased profits in a year or less if you can keep it even approximately busy.
10. It enables you to make quick deliveries that please old customers and attract new ones.



THE AUTOPRESS COMPANY

95 MADISON AVENUE, NEW YORK

CHICAGO, 431 South Dearborn Street
ST. LOUIS, 313 Fullerton Building
BOSTON, 176 Federal Street
PHILADELPHIA, 1001 Chestnut Street
SAN FRANCISCO, Phelan Building

Printing House Square in New York.
Left to Right—Entrance to Brooklyn Bridge, World Building, Sun Building (small structure), Tribune Building. The Street in front is Park Row, one side of which is City Hall Park, in which stands the City Hall.

Right to the Point on Every Printing House Subject

Ten-Minute Addresses

Perhaps the best program ever arranged for a convention of the United Typothetae and Franklin Clubs of America is that planned for the sessions to be held at the Waldorf-Astoria, New York, October 6th, 7th and 8th.

Ten-minute addresses will be the rule on every one of the vital subjects to be discussed so that each will be to the point and none tiresome by reason of length.

Among the subjects which will be discussed are: "Use of the Office in Business Development," "Business Administration," "Salesmanship," "House Organs," "Credits," "The Cost of Printing," "Common-sense Statistics," "Cost System in the Large Plant," "Cost System in the Small Plant," "The Bonus System," "Viewpoint of the Buyer of Printing," "Promoting Knowledge in Estimating," "Simplifying the System," "Shop Management," "Fire and Accident Prevention," "Co-operation," "Apprentice Instruction," "Cultivating Good Will Among Employes," "Printerman and Paperman: Partners or Neighbors—Which?" "The Supplyman and the Printer," "The Engraver and the Printer," "The Electrotyper and the Printer."

The Entertainment

The entertainment which will be provided by the New York printers without registration fee or payment of any kind is worth while and includes a visit to the famous Metropolitan Museum of Art, a Reception, Ball and Banquet in the Astor Gallery of the Waldorf-Astoria Hotel; attendance at New York's largest theatre, the Hippodrome; sightseeing trips through New York streets; a sightseeing yacht trip around Manhattan Island, and a trip to the lofty tower of the great Metropolitan Life Insurance Building. In addition there will be printing plant visits and many trips for the ladies.

This Convention will undoubtedly be the most instructive and enjoyable ever held. Be sure and attend. Arrange to travel to New York with some fellow printers of your city.

Superior Copper-Mixed - - - - **TYPE**
Superior Electric-Welded - - - **CHASES**
Superior All-Brass - - - - - - **GALLEYS**

Leads and Slugs, Metal Furniture
and 100 other useful articles are needed NOW by printers

WE HAVE ENOUGH FOR ALL

Barnhart Brothers & Spindler

New York Omaha CHICAGO St. Paul St. Louis
Dallas Washington, D. C. Kansas City Seattle

"Globetypes" are machine etched halftones and electros from halftones by an exclusive process
Nickelsteel "Globetypes" are the supreme achievement in duplicating printing plates.

Telephone, Harrison 5260-5261-5262 All Departments

This NICKELSTEEL "GLOBETYPE" has been used in every issue of the National Printer-Journalist since October, 1912. Note that the printing quality does not show perceptible deterioration.

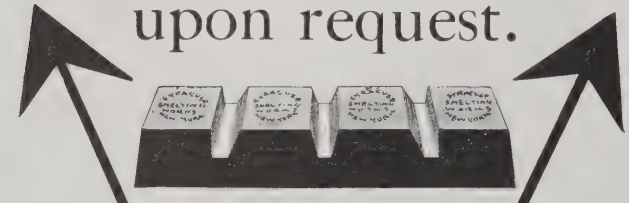
THE WAR

has caused an extraordinary advance in the price of Tin and Antimony, two important ingredients of type metals.

The prices of

STANLEY PROCESS TYPE METALS

will be kept as low as possible. Quotations will be made upon request.



SYRACUSE SMELTING WORKS

147-153 JEWELL ST BROOKLYN BORO. NEW YORK CITY

A GOOD STAPLING MACHINE

Is a Convenience and an Economy in Every Printing Office.

ACME No. 6

PRICE $40.

It is an absolute necessity to every printing office that does not have a wire stitcher.

The Acme Binder No. 6

is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing offices. A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

The Acme leads them all and is for sale by Printers Supply Houses throughout the United States. For further and full particulars write

THE ACME STAPLE MACHINE CO.,
112 NORTH NINTH ST. - - CAMDEN, N. J.
Progress Typewriter Supply Co., Ltd., London, England, European Agents.

FRED'K H. LEVEY CO.

NEW YORK

MANUFACTURERS OF

HIGH GRADE

PRINTING INKS

WE make a specialty of Inks for Magazine and Catalogue work. *The Ladies' Home Journal, Saturday Evening Post, Scribners, McClures, Cosmopolitan, Woman's Home Companion, Strand, American, Frank Leslie's Publications, Review of Reviews,* and many others, are printed with Inks made by us. Our Colored Inks for Process Printing, both wet and dry, are pronounced by Expert Printers

THE BEST MADE

FRED'K H. LEVEY, President
CHAS. E. NEWTON, Vice-President
CHAS. BISPHAM LEVEY, Treasurer
WM. S. BATE, Secretary

NEW YORK, 59 Beekman St.
SAN FRANCISCO, 345 Clay St.
CHICAGO, 505-7-9 S. LaSalle St.
SEATTLE, Armour Bldg.

EXTRAORDINARY PROFITS

With the Double-Feeding Attachment one

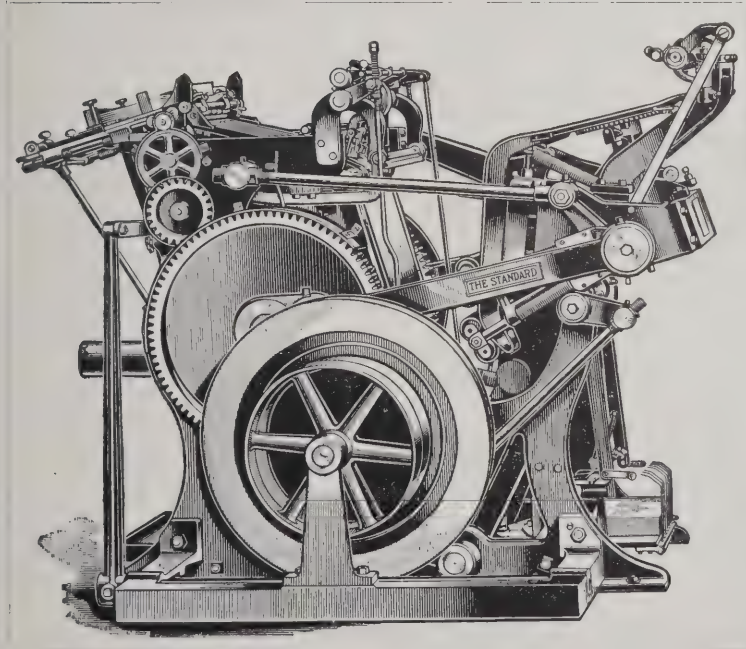
STANDARD

HIGH-SPEED AUTOMATIC JOB PRESS

does as much work as 6 hand-fed jobbers

No other piece of printing machinery can compare with the STANDARD as a money-maker.

Every Printer with 3 or more job presses should install a STANDARD



Floor Space 4¾x8 ft. Weight 4,200 lbs.

The price of the STANDARD is $1,750. (Double-Feeding Attachment, $150 extra). The terms are $250 cash, when press is erected, the balance being covered by monthly notes of $100 each bearing interest at 6%. A discount of 5% is allowed on the entire purchase price if the balance is paid within 30 days after installation.

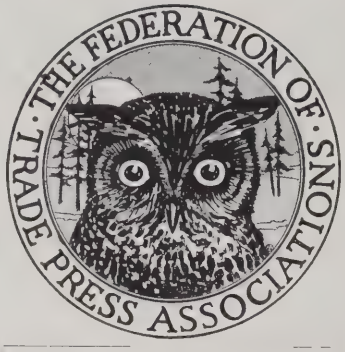
Write for particulars

WOOD & NATHAN COMPANY

Sole Selling Agent

STANDARD HIGH-SPEED AUTOMATIC JOB PRESS

1 Madison Avenue, New York



The Federation of Trade Press Associations includes in its membership 250 of the leading class, trade and technical publications of the country.

Its members employ over six thousand specialists in every profession and industry.

It represents a capital investment in its own business of over $40,000,000.

Its publications are read by millions of subscribers constituting the bone and blood and sinew of our country's technical and commercial development.

Its work represents an expenditure for labor and executive detail of $37,000,000 annually.

It stands for Truth and Honesty in Circulation and Advertising—and the Highest Ideals in Business and Publishing Ethics.

Manufacturers, Sales Managers, Advertising Men, Editors and Publishers

Bear in Mind

THE ANNUAL CONVENTION

of

The Federation of Trade Press Associations

at the

CONGRESS HOTEL CHICAGO

Sept. 24, 25 and 26, 1914

THREE days which will be given over to a discussion of questions vital to the publishers and advertisers of the country. Three days, during which there will be several big guns and a lot of grape fired at many existing advertising and publishing fallacies. Three days of united effort to furthering the efficiency of Business Building through the Business Press.

This convention will interest the manufacturer, sales manager and advertising manager, as well as the editor and publisher. Your interests are interwoven with those of the Business Building Press.

So come and bring several members of your sales force with you. It will be a profitable investment of time.

For Further Information Address
E. R. SHAW, Chairman Committee on Arrangements
537 So. Dearborn Street, Chicago

THE FEDERATION OF TRADE PRESS ASSOCIATIONS

F. D. PORTER, President, Chicago
JOHN CLYDE OSWALD, Vice-Pres., New York
E. E. HAIGHT, Sec'y-Treas., Chicago

PRINTING FROM A ROLL

An immense amount of printing can be printed from a roll at a great saving over printing on single sheets. You can print from a roll

ON YOUR GORDON

By equipping it with a **NATIONAL GORDON ROLL FEED.** The attachment is simple and cheap. It doubles the speed of your press and triples the life of the machine. *Write for particulars.*

NATIONAL AUTOMATIC PRESS CO.
LEHIGHTON, PA.

Tie to ROUSE for Real Labor Savers

Rouse Paper Lift—Does away with man-handling of paper stock—lifts the whole day's run to the feed board, at one time. Increases press output at least 1000 impressions per day. Saves spoilage.
Rouse Tympan Paper Holder—stands in a corner. Takes no more room than a waste-paper basket.
Rouse Lining Up Device—Registers color work on the stone. Saves hours of valuable Press Time.
Rouse Hooks and Bases—Standard in the art with the best printers.
Rouse Cored Cast Iron Bases—Great Labor Savers in newspaper offices.
Rouse Composing Sticks—Job and News. Used in 90% of America's plants.
Rouse Lead and Rule Cutters.
Rouse Mitering Machines.

Send for the Rouse Circulars if you want to compete with other good printers for work of the better sort at profit making prices

H. B. ROUSE & CO.
2219 Ward St. Chicago, Ill.

PRINTING AND BINDING MACHINERY

We specialize in New and Rebuilt Machinery and Equipment for the Publisher, Printer and Binder. We give you the benefit of our long experience in this line, for the selection of the proper machine or piece of equipment.

Come to Chicago to see the machine you buy operating in our shop under power.

Send for our large illustrated poster sheet No. 5 and monthly list of Rebuilt Machinery; also our illustrated Booklet of New Machinery.

WANNER
MACHINERY CO.
A. F. WANNER PROP.

OFFICE AND SHOWROOM
703 S. DEARBORN ST.

WAREHOUSE
215-23 W. CONGRESS ST. CHICAGO. ILL.

The Argus Pressclipping Bureau

Established in Paris in 1879

350-352 Third Avenue, New York, N. Y.

Otto Spengler, Director

We Read All of the Important Dailies, Magazines and other publications of the entire globe

Material upon any subject supplied on short notice

TAKE NO CHANCES

Use the unmistakably dependable "Cutters that cut", the kind Royle makes.

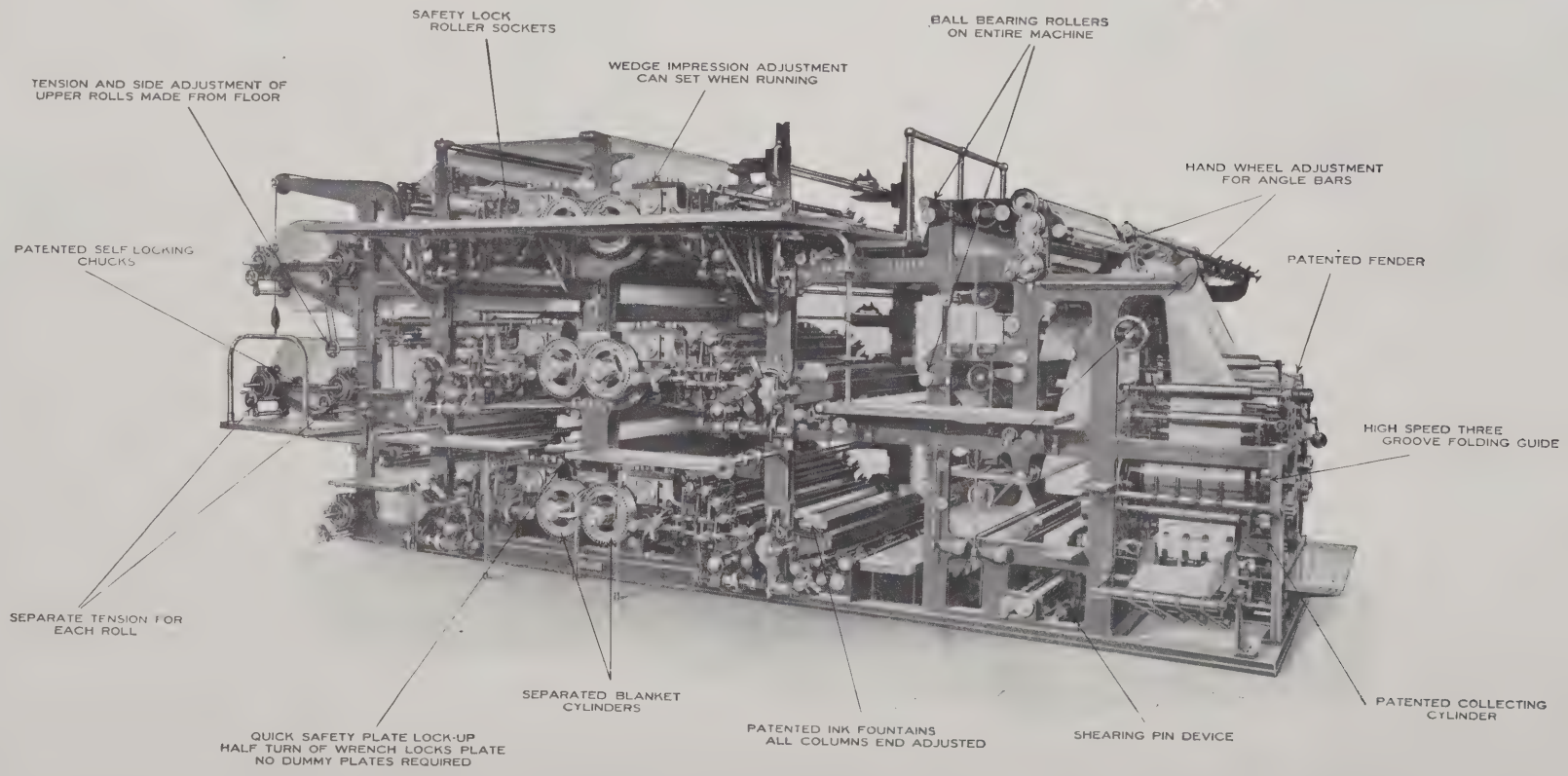
Write for Booklet.

John Royle & Sons
Paterson, N. J.

Photo-Engravers' Machinery

GOSS PRESS EFFICIENCY

THE "GOSS HIGH-SPEED STRAIGHTLINE" PRESSES


SAFETY LOCK ROLLER SOCKETS
BALL BEARING ROLLERS ON ENTIRE MACHINE
WEDGE IMPRESSION ADJUSTMENT CAN SET WHEN RUNNING
TENSION AND SIDE ADJUSTMENT OF UPPER ROLLS MADE FROM FLOOR
HAND WHEEL ADJUSTMENT FOR ANGLE BARS
PATENTED SELF LOCKING CHUCKS
PATENTED FENDER
HIGH SPEED THREE GROOVE FOLDING GUIDE
SEPARATE TENSION FOR EACH ROLL
SEPARATED BLANKET CYLINDERS
PATENTED COLLECTING CYLINDER
QUICK SAFETY PLATE LOCK-UP HALF TURN OF WRENCH LOCKS PLATE NO DUMMY PLATES REQUIRED
PATENTED INK FOUNTAINS ALL COLUMNS END ADJUSTED
SHEARING PIN DEVICE

There is a "HIGH-SPEED" Press built for your needs. Let us tell you about it

New York Office:
Metropolitan Building,
No. 1 MADISON AVE.

THE GOSS PRINTING PRESS CO.

Main Office and Works:
16th St. and Ashland Ave.
CHICAGO, ILL.

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

Volume Thirty-Two | Chicago, September, 1914 | Number Nine

Vocational Training—Printing

Suggestions as to Helpful, Human Interest Editorials

A RECENT issue of the Buffalo Express had the following as to the summer school of printing to test boys as to their liking and adaptability for the trade:

Tuition is free and the school is open to all boys at least thirteen years old who have passed into the seventh grade. The school of printing is old No. 11, on Elm Street, between Eagle and Clinton, and easily accessible by half a dozen or more street-car lines, besides being central within reasonable walking distance from a large part of the city in all directions.

Lessons will not be of the nature of those taught with books, as in grammar school. The boys have had enough of that for awhile, and at the school of printing they work with actual type, composing stick, chase, quoins and harmless, but serviceable presses. Each lad will have the opportunity during the twenty days of the summer printing school, to set up the type for his personal card, lock it in the form and run it off on the press, which latter is not driven by power, but worked by hand, and safe because the boy cannot well operate the simple mechanism and at the same time have his hand or fingers where they will be even slightly hurt. Some boys are expected to print not only their own cards, but cards for some other member of the family, and also short mottoes.

Boys as a rule like this work and even if they do not go on with it in the regular vocational classes held from September to June, they will find the knowledge and experience of value in later life, in whatever calling they may engage. Parents are invited to call at the school and see the equipment and the methods of instruction. They will find a complete printing office, with young printers setting display and solid matter, pulling proofs, making corrections, locking up, making ready, running the presses, washing the presses and distributing the type. The boys learn not only to follow copy, but to correct the errors the editor has made in grammar and punctuation. They learn to work on the stone as well as at the case, and while a pressman is not necessarily a printer or a printer a pressman, these lads learn the whole industry in its broadest sense, even to estimating the quantity of type and paper needed for a job, the actual cost of the finished product, before the order has been definitely landed.

A boy learns in the vocational school of printing the journeyman's work, the foreman's work and the proprietor's work. That is seeing the boy pretty thoroughly through a trade.

Large numbers of pamphlets and booklets are on display at the school of printing, and all have been done by the boys of the school. A leaflet just off the school press is entitled Twenty Mornings in July: The Story of a Bright Hustling Boy. It begins with an illuminated initial letter and reads as follows:

"When I look back to my first work in printing I can recall how hard it was for me to make up my mind to attend summer school for one month. I can see my comrades prevailing upon me to take up the work for just twenty mornings; how they told me they knew I'd like it, and how, after a time, I consented to go to the school and register.

"Well, after registering at the school, I began the work with the rest of the class, and true to their prediction, I liked it. But I guess I was no exception, for every boy seemed to like it, and was just as enthusiastic as I.

"Why say, do you know I had a better time during those twenty mornings than I had during the remainder of my vacation. And the things we printed! Calling cards, motto cards, little quotation cards, and a dozen or more other nice things and each boy was given some of these beautiful pieces of printing for his home. Gee, but I'm glad I went.

"But my fun didn't stop at the close of school. No sir-ee! I went out and sold some magazines when I got a certain number of subscribers I won a little press and some type, and I've had just a picnic with it ever since. Of course, if I hadn't gone to school for those twenty mornings, I wouldn't have been interested in printing and would have missed all this fun. And, too, if I hadn't gone to school for the month I wouldn't have

known how to use the press after I got it. It certainly was the best thing I could have done.

"You know the course in the summer is a kind of tryout course, and if a boy likes it, and his father wants him to take up printing, he can continue in the work for two years longer and prepare for his apprenticeship in the trade. I know some boys who did this, and they are now working in printing offices and are getting good pay. And who knows but some day they may become great men, for you know, many of the world's greatest men were printers. Horace Greeley was a printer and so was Benjamin Franklin."

Experience has shown that change and joyous work, with inspiring possibilities of attainment, accomplishment, approval and reward, have far more recreating, strengthening and ennobling power than has purposeless play.

There must be recreation, but the lives of those who have accomplished most in the world or who have reached the heights in scholarship, in the useful callings, in service, in intellectual power and moral influence, have found their strength through application to work along purposeful lines of endeavor.

The boys who, under healthful, energizing, purpose-inspiring conditions, have gone to the farms, to the shops, to the stock ranges, to the civil engineering corps in the construction of roads, or even to the stores, for their vacations, have made the most successful development that has told for success in life.

The turning of boys out on the streets of our cities for two or three months of the year, as a vacation, has resulted more frequently in undoing the work of the school year that has passed—in dissipating and demoralizing—than in recreating the faculties of mind and body for the coming year's school work. Vocational work, with hours for play each day in healthy sports or gymnastic exercises, swimming or rowing, will bring wonderful results in the efficiency of the schools, in fitting youth to advance in school studies and the acquiring of an all-round education, and every school, whether industrial, vocational, or literary, for the acquiring the knowledge contained in books, should be equipped with playgrounds, gymnasium, baths and swimming pools.

School houses need not stand idle during the summer season, but can wisely be turned into work rooms and social centers, where such joyous, useful experiences and profitable employments are possible as are related by this boy who enjoyed the Buffalo school of printing.

Along the line of presenting and discussing such ideals and plans, suited to the different communities, the editors will find opportunity for popular and useful editorials.

There is no reader of a newspaper, who is worthy of consideration, who is not interested in all and everything that may tend to the betterment, the improvement and upbuilding of the youth, and the making of them more useful, happy, hopeful, worthy members of the community, actuated by the ideas, the opportunities and desires for useful service.

Discussions of such subjects are vastly more important and interesting to readers than are discussions of politics and a hundred times more useful.

Carlton M. Brosius, of the Herald-Progress, Sumner, Mississippi, in a paper before the recent convention of the National Editorial Association at Houston, Texas, related some very edifying experiences in treating of "Editorial Writing in the Home Weekly" and what he found true as to editorials in his home paper will be found equally true as to all newspapers.

He found that editorials that touched the lives of his readers and of the community, "the care of the body, the proper mastication of food, the proper kind of clothing to wear at certain seasons of the year, the important days of the year, reviews, with the brightest ideas, of new home and personal interest books" and so on, commanded the greatest attention and elicited favorable comment. The development of the youth and bringing them into touch with life and improving their lives and making them happier, stronger and better and more useful, come naturally into the same category of direct, appealing, permanent interest to all readers of newspapers.

If we have the right kind of youth growing into the right kind of men and women, properly equipped, mentally, morally and physically, to make the most of themselves, through the ability and desire to plan, to initiate and to do, they will take care of the country and all its interests and will insure safety, abundance and prosperity, and contribute to wellbeing and happiness of the homes, now, and in the future as well. Every newspaper editor should get closely in touch with the youth and with their schools and all other means by which their lives are being occupied, and their bodies, minds, souls and characters are being developed or formed.

* * *

It were well if all families, all producers, all engaged in transportation and merchandising were joined together in groups sufficiently large to employ experts and to carry out experimentations and adopt the most effective methods and agencies.

The Broadening Use of Publicity

Knowledge is, doubly, a practical, creative power, if it be rightly applied through judicious advertising in the press—the surest, quickest way of disseminating profit-bringing knowledge or to spread abroad reliable, promotive information that will secure results.

Under the caption of "The Spread of Advertising," the Ottawa, Canada, Journal in its issue of July 9th pointed out how advertising is now being successfully used by governments, by political parties, by municipalities, by promoters of public welfare and even by clergymen.

Advertising is used to exploit the resources of a country, to extend credit by making known the basis for credit; to secure needed development of lands, mines, improvements, etc.; for the planning and building of cities and railroads, good roads and public utilities; in furthering religious work; advancing benevolent enterprises; in campaigns for good morals and law enforcement.

The Journal quotes the manager of a large general advertising agency as declaring: "Had the English suffragettes confided to me a moderate amount of money, a sum small to what they have expended, I would have undertaken, through a campaign of public advertising in the daily newspapers of Great Britain, to have so educated the public that they would have achieved before now what they are fighting for."

Proper advertising of the just aims and policies of government, the legitimate, righteous, benefical and benevolent purposes of rulers or administrations, for the establishing of justice and settled conditions for permanent peace, security and prosperity of all, would frequently prevent costly resistance, strife, outbreaks, violence and wars, and the cost of reaching a proper understanding through advertising, would save millions of dollars and secure progress and upbuilding instead of destructive resistance. The saying of the annoyed railroad president, "Let the public be d——d," has been changed into, "Let the public be informed."

The Journal, in conclusion, referring to the kind of advertising that has of late years become quite general throughout the United States and is perfectly legitimate, adds, "Political advertising is a logical development of this recognition of the uses to which the advertising columns of newspapers can be put. But the essential to it of course, so far as the just sale of space by a newspaper is concerned, is that all such matter shall be clearly specified as advertising."

Newspaper advertising is not only the most economic salesmanship, but it is the most economic method of political campaigning, of presenting the claims of candidates or of organizations, political or otherwise, and the fact that the claims are put forth honestly as advertising should not detract from their force, but should rather add strength as being open and honest, without hypocrisy, pretense or subterfuge:—

The Winnipeg Free Press, Liberal, as stated by the Journal, recently contained in the same issue a two-page advertisement inserted by the Conservative party, setting forth the record and program of the Roblin Government, and a full-page advertisement from the Liberal provincial executive, stating the platform of the Liberal Opposition.

In drawing attention to the opposing statements, the Winnipeg Free Press points out that the employment of newspaper space for advertisements other than those of merely commercial or financial character has been very much broadened in the past few years. Public service corporations, notably the holders of great street franchises, find it advantageous to use advertising display space in the daily newspapers to talk to the public, to state why their service at certain points and at certain hours was interrupted, to express regret to their patrons, the public, when they suffered inconvenience through certain temporary delays. Full explanations are given for these delays and the irritation of the public thereby allayed.

Up-to-date cities now create and foster interest on the part of the citizens in great civic undertakings by campaigns of display advertising in the newspapers. The City of Winnipeg carried out such a campaign in the newspapers of Winnipeg in connection with its hydro-electric power and lighting plant and the wisdom of the civic authorities' action was demonstrated by the result.

* * *

Association among men in the same lines of business or manufacture, is civilizing as well as educative, informing and in a way inspiring. Free, above-board association prepares the way to friendships and to an honest, fraternal, intelligent co-operation that eliminates abuses, corrects errors, prevents waste, insures economic methods, secures efficiency, better quality, increased production and uniformity; standardizes prices, based on ascertained cost and a reasonable added profit—all resulting in assured security, certain supply, proper remuneration and equitable distribution to producers, dealers and consumers alike.

* * *

Truthfulness, helpful and true, interest-commanding information, with application or argument as to desirability for the buyers sought to be reached, are the foundations of legitimate advertising. Service is the basis on which all legitimate advertising rests and any element of deceit, fraud, exaggeration or false and misleading statements are antagonistic to permanent, useful service.

Recollections of the Civil War

BY CHARLES A DANA

(D. Appleton & Co., Publishers, New York and London)

"Recollections of the Civil War," by Charles A. Dana, is a book full of great interest and value to every American and especially to every editor or publicist. The Civil War is the greatest and most far-reaching event in the history of the Republic, and the great men brought into activity in dealing with the affairs of the Nation during that trying period of the government will be found worthy of study for all time.

Charles A. Dana was brought into most confidential and intimate relations with all the great leaders and the clearness of his discerniment, of his understanding and interpretations of the principal actors, of their incentives and their motives, make his "Recollections" most valuable in the interpretations as well as the narration of events. The reviews of men and measures are of highest instructive value. Mr. Dana was forty-four years of age when appointed Assistant Secretary of War, and in the full maturity and height of a life that had been devoted to study and to the observation of men, interpretation of events as an editor and writer.

During all his years, he had been a deep student of human lives and of agencies and influences for accomplishment, progress and improvement He was in full vigor of his great intellectuality and looked forward with hopefulness for the future He was a man who ever seized upon the essentials, discerned the telling points and eliminated from his mind and his writings the non-essential details. He always recognized, understood and went to the meat of events.

As a newspaper man he believed in, practiced and insisted upon brevity and clearness of statement, but in discarding the shells or husks, he never failed to find their kernels, never omitted an essential. For many years the New York Sun was considered as a model among newspapers, and was probably read more generally by editors throughout the country than was any other metropolitan newspaper.

Of course, in writing of his recollections, he had access to all his reports, letters and memoranda written during the stirring years, but he had a remarkable memory as to men and as to their ideas and ideals. Word pictures of cabinet officers, of the generals and of the President, form a very delightful portion of this book. In illustration, we take the following paragraphs as to President Lincoln, detached from the running account or narrative:

"I had constant opportunities of seeing Mr. Lincoln and of conversing with him in the cordial and unofficial manner which he always preferred. Not that there was ever any lack of dignity in the man. Even in the freest moments one always felt the presence of a will and of an intellectual power which maintained the ascendency of his position. He never posed, or put on airs, or attempted to make any particular impression, but he was always conscious of his own ideas and purposes, even in the most unreserved moments. * * * * * He treated every member of his cabinet with unvarying candor, respect and kindness. * * * * * Though there was nothing of selfhood or domination in his manner toward them, it was always plain that he was the master and they the subordinates. They constantly had to yield to his will where responsibility fell on him. * * * * *

"He was calm, equible, uncomplaining. In the discussing of important questions, whatever he said showed the profounded thought, even when he was joking. He seemed to see every side of every question. He never was impatient, he never was in a hurry and he never tried to hurry anybody else. To every one he was pleasant and cordial. Yet all felt it was his word that went at last; that every case was open until he gave his decision. This impression of authority, of reserve force, Mr. Lincoln always gave those about him.

"There was nothing flabby or feeble about Mr. Lincoln physically. He was a very quick man in his movements when he chose to be, and he had immense physical endurance. * * * * * His smile was something most lovely. I have never seen a woman's smile that approached it in its engaging quality; never have seen another face which would light up as Mr. Lincoln's did when something touched his heart or amused him.

"There was such a charm and beauty about his expression, such good humor and friendly spirit looking from his eyes, that when you were near him you never thought whether he was awkward or graceful; you thought of nothing except, what a kindly character this man has! Then, too, there was such shrewdness in his kindly features that one did not care to criticise him. His manner was always dignified, and even if he had done an awkward thing the dignity of his character and manner would have made it seem graceful.

"The great quality of his appearance was benevolence and benignity; the wish to do somebody good if he could; and yet there was no flabby philanthropy about Abraham Lincoln. He was all solid, hard, keen, intelligence combined with goodness. Indeed, the expression of his face and of his bearing which impressed one most, after his benevolence and benignity, was his intelligent understanding. You felt that here was a man who saw through things, who understood and you respected him accordingly."

Such pictures of leading characters help to a better appreciation of the high purposes of the actors and help to explain their plans and deeds. It is doubtful whether any other people on earth ever had in such a struggle, as leaders, men with scarcely an exception, of such high religious lives, faith and principles, of such goodness and nobility. Secretary Stanton, concerning whom a contrary impression has somewhat prevailed, is shown to have been a man of

deepest religious piety and Christian faith. He was no exception.

Dana's "Recollections" contain a different, more inspiring, more intimate view than is common to mere historical accounts. It is well worthy of reading and careful study.

* * *

Horace Greeley

By William Alexander Linn.

(D. Appleton and Company, New York and London, Publishers)

No other editor has had so wide and lasting an influence over the press of the Nation as has Horace Greeley. He ever held to the human-interest side of newspaper making—the broadest human sympathy, love of right and justice and a consuming desire and strenuous efforts to lessen human ills and to aid in human progress and betterment. He who portrays or tells in a kindly, enlightening manner the story of Greeley's life, his struggles, his tireless industry, his high ideals and sentiments and of his victories, performs a noble service for humanity and for the newspaper press. All this, in a good measure, this biographer, Mr. William A. Linn, has accomplished. As showing Mr. Greeley's newspaper theories or philosophy, one of the first quotations given by the author is the following, from some advice given in a letter by Horace Greeley to a country publisher:

"The subject of deepest interest to an average human being is himself; next to that, he is most concerned about his neighbors. Make up at least half of your paper of local news secured by a wideawake, judicious correspondent in every village and township in your county, and nobody in the county can long do without the paper. Make your paper a perfect mirror of everything done in your county that its citizens ought to know."

"Next he would have the editor take an active part in all 'home industries,' in which he included local fairs and new business enterprises of all kinds. Thirdly and lastly, he says: 'Don't let the politicians and aspirants of the county own you. * * * Remember, that in addition to the radical righteousness of the thing—the taxpayers take many more papers than the tax consumers."

If Greeley's life shows anything out of the ordinary as to a man of great accomplishment, it is that great genius consists principally in the desire, will and ability to work with unflagging perseverence, undiminishing concentration, industry and vitality.

Greeley is shown to have made mistakes, but his sincerity and zeal were never questioned. As a writer his style was that of the honest, earnest seeker after the truth with determination to enforce the same without fear or favor. He had a splendid memory and could not endure mistakes as to historical events or persons or statistics, and being an excellent printer, he was much bothered by typographical errors. An example is given as showing his zeal for exactness and quickness to detect error, while Greeley was in Washington and the paper was under the charge of Charles A. Dana, he wrote: "The Tribune of Monday says that the bank suspension took place in 1836. It was '37 (May 10). Please correct in the weekly." In 1840, while Greeley was in Albany, writing to one who had gotten out an issue of the New Yorker in his absence, Greeley wrote: "The last New Yorker was a very fair number, bating typographical errors, such as 'Dugal' for 'Dugald' Stuart, which is awful against us, insinuating ignorance. I saw 'From Whence' in your verse, too. Don't you think it is shocking, positively shocking."

The author states: "Greeley 'edited' the whole Tribune up to the day of his nomination for President. None of its columns escaped his supervision. He was not an easy man to please, as he considered all mistakes likely to be placed on his shoulders. The style of his editorials was clear, forceful, and concise, without rhetorical adornment, and he expected his assistants to follow his model."

It is a style that all newspaper writers may wisely follow.

* * *

Armaments Do Not Secure Peace

So long as the people honor those who fight above those who toil; those who hold offices in government above those who usefully serve; those who destroy above those who produce; those who seek public positions above those who lead useful lives, just so long there will be demagogues and grafters, wrongs, oppressions, and vice in peace, and just so long there will be wars to kill and destroy for glory and power.

It is evident, too, that large armies, battlements and navies, arsenals, forts and dreadnaughts or superdreadnaughts do not secure peace. That Europe can muster vast navies, and twenty million soldiers trained and ready with all modern weapons to kill and destroy, certainly has not restrained the envious, power-proud monarchs from rushing into conflict to

save their thrones. Such preparations for war only make it more certain that the vast armies and navies must find opportunity to exercise their callings in the interest of pride and glory and the upholding of the rulers of the rival kingdoms or nations.

Guns are manufactured to kill and so long as killing is made an honorable calling and the most highly approved means to retain or to win power and glory, killing will go on and the killers will alike appeal to Him who is more earnestly and sincerely worshiped as God of Battles than God of Righteousness and Peace—all in forgetfulness of the teachings of the brotherhood of man and the Fatherhood of God and that those who take the sword shall perish by the sword.

It should be the law of civilized and enlightened nations that the kings, rulers, cabinets and parliaments who do not prevent war should fight all the battles.

* * *

THE MADNESSS OF THE MONARCHS

By Jens K. Grondahl.
Red Wing, Minn., Daily Republican.

Forward, march! ye bristling legions, time doth strike the hour of doom;
Ask not mercy, give no quarter—deal destruction, swift, complete—
To the carnage, to the slaughter, where the grappling millions meet!

'Tis the Madness of the Monarchs 'neath whose lash the nations groan;
And humanity, obedient, on to slay its own—
Marches on, in servile millions, to appease the royal wrath—
Oh, what feast awaits the vultures in that dark and bloody path!

Forward, march! nor pause to ponder on the fate of wife or child—
Hear ye not the cannons thunder and the clash of battle wild?
See ye not that thrones are trembling while the War Lords play at dice?
Haste—the legions are assembling for the human sacrifice.

'Tis the Madness of the Monarchs bound by some Satanic spell,
That invokes the help of Heaven to perform the deeds of hell—
That implores the Prince of Peace and cries, "Thy will be done, not mine,"
While the Madness grasps the saber to destroy by "right divine."

Onward—plunge yet to destruction and destruction of your kind,
Be the pawns of Maddened Monarchs, who, in safety, stay behind;
Perish boasted civilization, perish all, in crimson flood,
Brute primeval, greedy, gory, satiate they lust for blood.

Oh, that flower of mighty manhood, strong of heart and head and soul,
With the engines of man's cunning at their bidding and control,
Should, unconscious of their power, like the ox, to slaughter go—
Yea, with shouts of joy, exultant, if the War Lords bid them so;

When one word would end the story of the Maddened Monarchs' power—
One short word reverberating round the world in one brief hour—
One word spoken by the millions when the War Lords bid them go
To destroy what God hath given them—and that one word is, "NO!"

From the funeral pyre of nations, from the drenched and reeking sod,
There shall rise the soul of freedom to proclaim, "One king, one God;"
But the king no maddened monarch of the crowned and sceptered birth—
Nay—that king shall be the Manhood and the Womanhood of Earth.

Then the merchantman shall drive the man-of-war from off the seas,
And the idle shall be busy and their brothers' burden ease;
Drones at last shall pass away and so shall unremitting toil,
And the saner life shall triumph over strife, war and turmoil.

Then the weak and strong shall prosper and the warrior earn his bread,
For the sword shall turn to plowshare when the dynasties are dead;
Then the olive branch and dove of peace together shall be seen
On the coat-of-arms of nations that profess the Nazarene.

* * *

Most peoples have to be shown. It is profitable to listen to papers and addresses and to discuss methods, to read books and journals devoted to one's calling, yet we are so much the slaves of what has been, that it is generally profitable, if not absolutely necessary, to have demonstration. The adoptions of cost systems were very infrequent until experts entered the field and started upon the work of demonstrating and installing cost-keeping and finding methods.

* * *

Old Town, Maine, July 29, 1914.
B. B. Herbert, Chicago, Ill.

Dear Sir:—Would feel lost in the field of newspaperdom without the Printer-Journalist.

C. W. ROBBINS.

"Easy to Read and Worth Reading"

The Springfield, Mass., Republican, in the following article compliments the new Chicago Herald and presents some valuable suggestions as to legibility of newspapers:

Springfield, Mass., Republican: "Easy to read and worth reading," is the new motto of the Chicago Herald, formerly the Record-Herald, etc., which has changed its appearance as radically as its name, and puts stress on legibility. It is a good motto and a good practice, and oculists, if unselfish, will note with pleasure the increasing tendency of late toward plainer print. It must be owned, however, that the result is not in all cases what was hoped for. The natural thing to do in seeking increased legibility is to make the printing heavier and blacker, a sound principle within limits, but in excess productive of just the reverse of the effect intended.

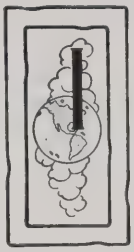
There are few subjects upon which more intolerent opinions are held, largely because most people do not realize how greatly eyesight varies. The needs of near-sighted and far-sighted persons, for example, are quite different. The far-sighted reader who does not wear glasses, of course wants a type which can be read easily at a good distance; a wide column with large print suits him best, and is to his eyes much what small print and a narrow column are to the near-sighted reader who holds the page near his nose. To either type of reader it is apt to be a shock to find that the style of print he complains of seems ideal to the other, which illustrates the old fable of the fox and the stork and their favorite drinking vessels. Again, an average reader with clear daylight and the conditions just right can read more easily and rapidly a print much smaller than he would chose for night reading with an illumination far from ideal; it follows that the evening paper, which is read by multitudes of people by a dim light, perhaps while swaying from a strap on a crowded trolley car or suburban train, should be printed in considerably larger type than is needed for a morning paper. All these things require careful consideration, and while not all the experiments now being made are helpful, a disposition to humor the eyesight of readers is beginning to emerge, and the evening papers which now concentrate on loud headlines may find that they can use all space to better advantage for plain, strong printing.

In the matter of plainness there has been a salutary reaction from the over-delicacy of the styles formerly in vogue, with their hair-lines and excessive contrasts, but there has been a needless sacrifice of grace and elegance. Most of the newer newspaper types in which an extra-legible effect is sought are curiously monotonous and lacking in style. When the individual letters are examined under the glass they reveal the most commonplace of contours; the small "g," for example, which is a severe test for the designer, almost always lacks smartness. There is no reason why the same or even increased legibility should not be got with a type showing some taste and distinction. But it is much that the value of legible printing should be receiving increased recognition; "easy to read and worth reading," is a capital motto.

* * *

There is only one thing that is worse than unscientific, reckless competition and that is the trade feud which seeks to destroy another, to satisfy hate, jealousy, envy or spite.

Parking by South Dakota Editors



IN the August issue of the National Printer-Journalist, we told the story of the joys experienced at Epworth Park, near Lincoln, by the Nebraska editors. Now we have to record, that, following closely in July, the South Dakota editors enjoyed a like delightful time at Ruskin Park, near Mitchell, S. D.

One item worthy of mention is, that Ruskin Park is largely owned by a Past-president of the National Editorial Association, Hon. R. E. Dowdell, who, as we know, has been planning to get this park in shape so that the editors could be received as guests.

Memory recalls efforts made while President of the Minnesota Editors' and Publishers' Association in 1884, for a summer park to be owned by the members of the Association, where meetings should be held, lectures delivered, editorial chatauqua studies carried forward, examinations in studies conducted, views exchanged and exercises enjoyed, and where editors could go with their families for summer outings.

The ideas of an Editorial Park were not wholly visionary or an idle dream. Time is working out the carrying forward of the ideas. Possibly, had we not been called to work for the National Editorial Association and abandoned our pleasant business as publisher of a paper at Red Wing, we might have been able, with the help of our good friends, to have carried out the plans at one time adopted by the Minnesota Association, and put the North Star State at the lead in this field of social, friendly, enjoyable, healthful recreation and educational activity, but some must plan and sow, others till, others reap, and the work once begun is finally accomplished and the harvest is garnered.

Secretary Schlosser kindly sends a clipping from a Mitchell, S. D., paper, the Gazette, that tells the story, briefly, of the splendid outing of the Dakota editors, as follows:

At Ruskin.

Naught but enthusiasm existed among the association members as they contemplated their experiences of the last few days at Ruskin Park. Gathering last Thursday afternoon, as the guests of the Ruskin Park owners, Messrs. Dowdell and Millard, they told of one uninterrupted round of sport and pleasure.

Cottages were placed at their disposal. Popular amusements supplemented routine fishing, boating and bathing. On Friday there were horse races. The ball game between Letcher and Plankinton was won by the latter, 3 to 0. An editorial ball Friday evening proved a big occasion.

The cares of the newspaper office found no way of intrusion into the days of the outing. Only one short business session Saturday afternoon savored of anything but complete rest and relaxation from the grind of the outside world.

A feature of the outing was the number of ladies present. Those in attendance this year, it was declared outnumbered those of former outings three to one.

Resolutions Adopted.

The resolutions adopted are as follows:

We, the members of the South Dakota Press Association, assembled in mid-summer session at beautiful Ruskin Park, where we have enjoyed to the fullest extent the generous hospitality extended by Messrs. Dowdell and Millard, and where business and pleasure have fully occupied every moment of our time, do adopt the following resolutions:

Plan of the N. E. A. Ad Committee Commended.

Resolved, That we commend the plan of the committee on advertising of the National Editorial Association in the effort to establish a newspaper Honor List, whereby the newspapers of the country and the individual advertisers and advertising agencies could have a better mutual understanding in regard to circulation and advertising rates, which would tend to place the advertising of the country upon a basis which would be profitable to the publishers and satisfactory to the advertisers. We believe that the Honor List plan as promulgated by the Advertising Committee of the National Association would result in great good to the newspapers of the country.

Opposed to Government Printing Envelopes.

Resolved, That we again go on record as being opposed to the monopoly which turns millions of dollars into the coffers of one printing concern for the manufacture of government envelopes, thereby robbing the printers of the country, who are engaged in legitimate business, of an opportunity to secure this class of printing. We do desire to impress upon the South Dakota senators and congressmen the injustice of the printing contract which brings about unfair competition to the newspapers and printers, and urge our members of the United States Congress to do all in their power to prevent the renewal of the contract for furnishing stamped and printed envelopes to users at a rate which entails a great loss upon the government and cuts enormously into the business of the printing industry.

Honest Circulation Statements Favored.

Resolved, That it is the sense of this Association that the publishers of weekly newspapers would profit by a plan which would furnish honest circulation statements to advertisers, and if such a plan could be made feasible we would favor its adoption by the members of this Association.

County and District Organizations Endorsed.

Resolved, That we endorse the feature of our association providing for county or district organizations as auxiliaries to the State Press Association, and earnestly urge the importance of attending these district meetings.

Thanks Returned.

Resolved, That we extend our sincere thanks to the Huron Commercial Club and the people of Huron for their invitation to visit the State Fair city, and regret the circumstances which prevented our members from enjoying the hospitality of Huron.

Resolved, That it is the sense of this association that its members owe much to the liberality and kindness of Messrs. Dowdell and Millard for their invitation to spend a delightful outing in this lovely park—a beauty spot of nature. The energetic efforts of the park management to make our stay a continual pleasure have been eminently successful, and nothing was left undone which would make for convenience and enjoyment for the editors and their famlies. The many courtesies extended have placed the members of this association under deep obligations to Messrs. Dowdell and Millard, and we feel that the happy vacation spent at Ruskin Park will long live as a pleasant memory for all who attended this midsummer meeting. Be it further

Resolved, That we appreciate the courtesies extended the members of this association by the Mitchell newspaper men, the Mitchell Commercial Club, and the citizens of the Corn Palace City. The invitation to visit their city and the hospitality extended while the members of this association were their guests were deeply appreciated, and we heartily thank all those who contributed towards making the occasion enjoyable in every way.

E. B. Yule,
George H. Grace,
F. W. Wright,
F. L. Mease,
L. W. Robinson,
Committee.

The state editors and their families made an excursion to and passed an afternoon at Mitchell, the "Corn Palace City" of South Dakota, as the guests of the Commercial Club. Of this visit the Gazette says:

Pencil pushers, newspaper scribes and editorial writers, with their families, entered the handsome Elks' home, as the headquarters for their entertainment. An hour of easy informality succeeding their arrival, placed the guests in an unusually pleasurable mood.

Social Scene at Lunch.

The lunch signal saw the doors of the Elks' banquet room swing open. Rollicking song and merry jest held the throne here. George Schlosser, of Sioux Falls, was a dominating spirit in the fun. Though forced to remove his coat at the bid of the assembly, his jollity continued unabated. The scene might well have been that of a big college class in annual reunion. The frequest bursts of song hardly could have been distinguished from those of an evening on a university campus.

Corn Palace buttons and Corn Palace descriptive booklets at each plate placed before the visitors handsome souvenirs of Mitchell's greatest advertising institution.

The menu was served in three courses. It was prepared and served by the ladies of the Presbyterian Church. It was a marked success in every particular.

Several Speeches.

At the close of lunch, W. C. Lusk, of the Yankton Press and Dakotan, and president of the association, presided as toastmaster. His merry wit was contagious. F. J. Herrick, president of the Mitchell Commercial Club, gave the address of welcome. Other speeches were given by J. D. Reeves, of the Groton Independent; F. L. Ranson, of the South Dakota Educator; J. F. Halladay, of the Iroquois Chief; Mrs. "Sis" Eastwood, of the

Watertown Herald; C. W. Ruth, of the Mitchell Gazette, and R. E. Dowdell, host of the editors at Ruskin Park.

Corn Palace Lauded.

Remarks of several of the speakers were noteworthy. Said Mr. Reeves, "I would place the Corn Palace at the top of South Dakota institutions." Mr. Dowdell, speaking of the same theme, pleaded that all present "should join in building up a sentiment throughout the state which would make possible a second Corn Palace at San Francisco next year." The hospitality of Mitchell people and the annual grandeur of Mitchell's Corn Palace proved favorite topics of speech.

A brief business session of the editors followed the session at lunch. The resolutions previously drafted by a committee of five members of the association were adopted at this time. Photographs of the entire group were taken in front of the Elks' home and Corn Palace. The event here marked the close of the outing period for many of the newsmen and by train and car they scattered to their homes during the afternoon and evening. Others not pressed by duty returned for another day or two at the Park.

* * *

ADVERTISING GAINING

Advertising has gained greatly in power in late years through the censorship of publishers, who, at loss of revenues, have refused to admit to their columns advertising matter of palpable dishonesty, or even doubtful reliability. But there was no reason why the onus of insuring the bona fides of advertising matter should rest solely upon the newspaper publisher. Merchant advertisers, as well, have a responsibility, and it is gratifying to note that the Retail Merchants' Association, which has been interesting itself in the matter, has determined to take a firm stand.

With the Retail Merchants' Association co-operating actively and intelligently with newspaper publishers, the buying public will thereby have assurance that advertising statements may be accepted with confidence. The result will be a two-fold gain. The advertiser will benefit because he will be freed from the unfair competition of the dishonest advertiser, and the public will gain by the assurance that it is doubly protected against fraud, first by the newspaper publisher, whose personal interest it is to see that his advertising columns shall at all times express nothing but the truth, and again by the Retail Merchants' Association, which is interested in freeing itself from the operations of the confidence-destroying fraudulent advertiser.—Winnipeg Telegram.

* * *

SINCERITY

One of the most comprehensive rules of the newly affirmed and adopted code of newspaper ethics is the following: "Above all, to be sincere alike with readers and advertisers." Webster's "Latest Authentic Edition" defines "sincere" as "being in reality what it appears to be; not falsely assumed; genuine; true; real; honest; free from hypocrisy; straightforward."

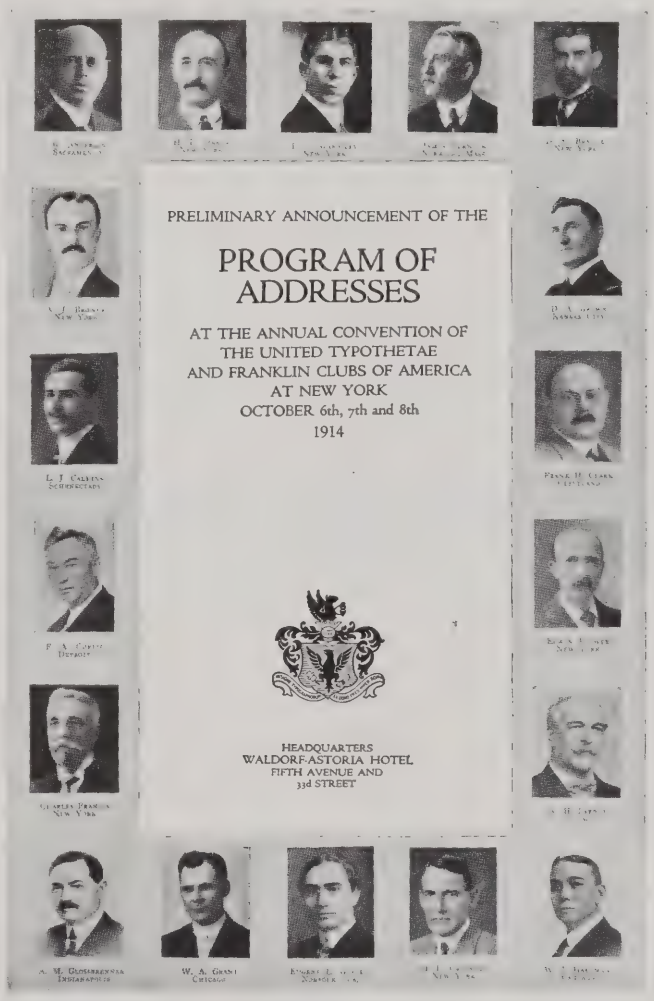
If there be anything else it is included in these. Like the Apostle Paul's "charity" being "sincere" covereth all else.

Convention of the United Typothetae and Franklin Clubs of America

TEN-MINUTE ADDRESSES

Perhaps the best program ever arranged for a convention of the United Typothetae and Franklin Clubs of America is that planned for the sessions to be held at the Waldorf-Astoria, New York, October 6th, 7th and 8th. Only ten-minute addresses will be the rule on every one of the vital subjects to be discussed, so that each will be to the point and none tiresome by reason of length. Among the subjects which will be discurred are:

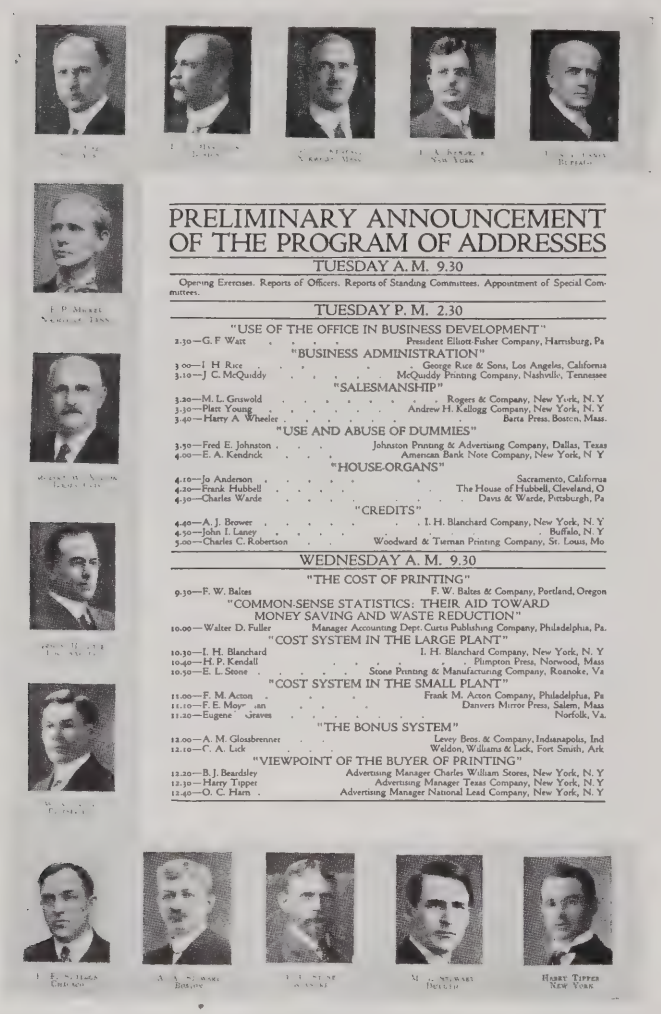
"Use of the Office in Business Development," "Business Administration," "Salesmanship," "House Organs,"


PRELIMINARY ANNOUNCEMENT OF THE
PROGRAM OF ADDRESSES
AT THE ANNUAL CONVENTION OF THE UNITED TYPOTHETAE AND FRANKLIN CLUBS OF AMERICA AT NEW YORK
OCTOBER 6th, 7th and 8th
1914
HEADQUARTERS
WALDORF-ASTORIA HOTEL
FIFTH AVENUE AND
33d STREET

"Credits," "The Cost of Printing," "Common-sense Statistics," "Cost System in the Large Plant," "Cost System in the Small Plant," "The Bonus System," "Viewpoint of the Buyer of Printing," "Promoting Knowledge in Estimating," "Simplifying the System," "Shop Management," "Fire and Accident Prevention," "Co-operation," "Apprentice Instruction," "Cultivating Good Will Among Employes," "Printerman and Paperman: Partners or Neighbors—Which?" "The Supplyman and the Printer," "The Engraver and the Printer," "The Electrotyper and the Printer."

The entertainment which will be provided by the New York printers without registration fee or payment

of any kind is worth while and includes a visit to the famous Metropolitan Museum of Art, a Reception, Ball and Banquet in the Astor Gallery of the Waldorf-Astoria Hotel, attendance at New York's greatest theatre,



PRELIMINARY ANNOUNCEMENT OF THE PROGRAM OF ADDRESSES

TUESDAY A. M. 9.30

Opening Exercises. Reports of Officers. Reports of Standing Committees. Appointment of Special Committees.

TUESDAY P. M. 2.30

"USE OF THE OFFICE IN BUSINESS DEVELOPMENT"

2.30—G. F Watt . . . President Elliott-Fisher Company, Harrisburg, Pa

"BUSINESS ADMINISTRATION"

3.00—J. H Rice . . . George Rice & Sons, Los Angeles, California
3.10—J. C. McQuiddy . . . McQuiddy Printing Company, Nashville, Tennessee

"SALESMANSHIP"

3.20—M. L. Griswold . . . Rogers & Company, New York, N.Y
3.30—Platt Young . . . Andrew H. Kellogg Company, New York, N.Y
3.40—Harry A. Wheeler . . . Berta Press, Boston, Mass.

"USE AND ABUSE OF DUMMIES"

3.50—Fred E. Johnston . . . Johnston Printing & Advertising Company, Dallas, Texas
4.00—E. A. Kendrick . . . American Bank Note Company, New York, N Y

"HOUSE-ORGANS"

4.10—Jo Anderson . . . Sacramento, California
4.20—Frank Hubbell . . . The House of Hubbell, Cleveland, O
4.30—Charles Warde . . . Davis & Warde, Pittsburgh, Pa

"CREDITS"

4.40—A. J. Brower . . . I. H. Blanchard Company, New York, N. Y
4.50—John I. Laney . . . Buffalo, N. Y
5.00—Charles C. Robertson . . . Woodward & Tiernan Printing Company, St. Louis, Mo

WEDNESDAY A. M. 9.30

"THE COST OF PRINTING"

9.30—F. W. Baltes . . . F. W. Baltes & Company, Portland, Oregon

"COMMON-SENSE STATISTICS: THEIR AID TOWARD MONEY SAVING AND WASTE REDUCTION"

10.00—Walter D. Fuller . . . Manager Accounting Dept. Curtis Publishing Company, Philadelphia, Pa.

"COST SYSTEM IN THE LARGE PLANT"

10.30—I. H. Blanchard . . . I. H. Blanchard Company, New York, N. Y
10.40—H. P. Kendall . . . Plimpton Press, Norwood, Mass
10.50—E. L. Stone . . . Stone Printing & Manufacturing Company, Roanoke, Va

"COST SYSTEM IN THE SMALL PLANT"

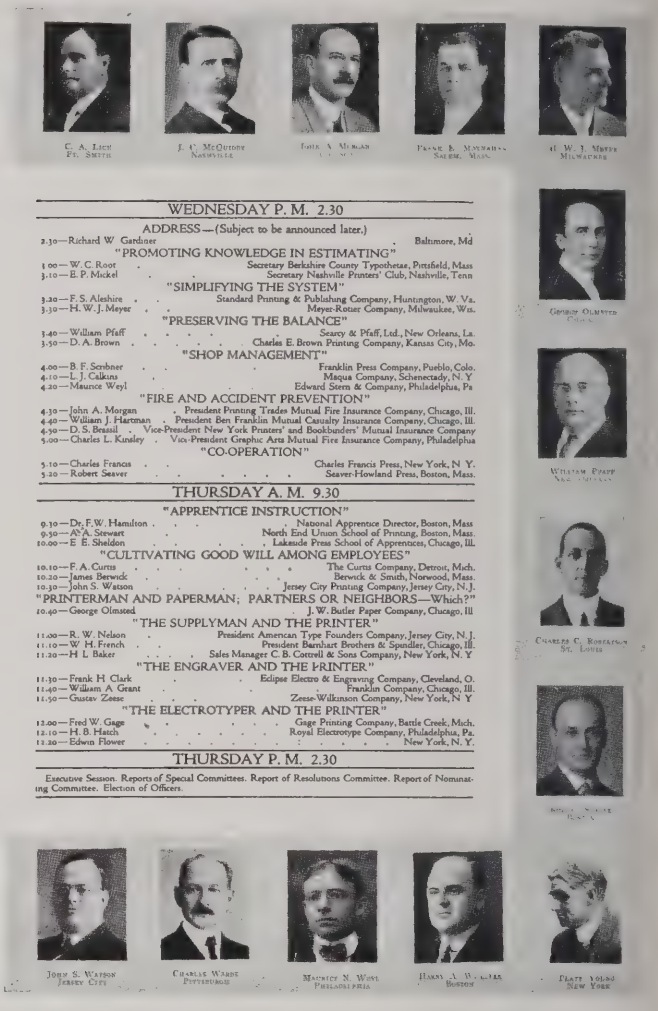
11.00—F. M. Acton . . . Frank M. Acton Company, Philadelphia, Pa
11.10—F. E. Moyer . . . Danvers Mirror Press, Salem, Mass
11.20—Eugene Graves . . . Norfolk, Va.

"THE BONUS SYSTEM"

12.00—A. M. Glossbrenner . . . Levey Bros. & Company, Indianapolis, Ind
12.10—C. A. Lick . . . Weldon, Williams & Lick, Fort Smith, Ark

"VIEWPOINT OF THE BUYER OF PRINTING"

12.20—B. J. Beardsley . . . Advertising Manager Charles William Stores, New York, N. Y
12.30—Harry Tipper . . . Advertising Manager Texas Company, New York, N. Y
12.40—O. C. Harn . . . Advertising Manager National Lead Company, New York, N. Y



WEDNESDAY P. M. 2.30

ADDRESS—(Subject to be announced later.)

2.30—Richard W. Gardner . . . Baltimore, Md

"PROMOTING KNOWLEDGE IN ESTIMATING"

1.00—W. C. Root . . . Secretary Berkshire County Typothetae, Pittsfield, Mass
3.10—E. P. Mickel . . . Secretary Nashville Printers' Club, Nashville, Tenn

"SIMPLIFYING THE SYSTEM"

3.20—F. S. Aleshire . . . Standard Printing & Publishing Company, Huntington, W. Va.
3.30—H. W. J. Meyer . . . Meyer-Rotier Company, Milwaukee, Wis.

"PRESERVING THE BALANCE"

3.40—William Pfaff . . . Searcy & Pfaff, Ltd., New Orleans, La.
3.50—D. A. Brown . . . Charles E. Brown Printing Company, Kansas City, Mo.

"SHOP MANAGEMENT"

4.00—B. F. Scribner . . . Franklin Press Company, Pueblo, Colo.
4.10—L. J. Calkins . . . Maqua Company, Schenectady, N. Y
4.20—Maurice Weyl . . . Edward Stern & Company, Philadelphia, Pa

"FIRE AND ACCIDENT PREVENTION"

4.30—John A. Morgan . . . President Printing Trades Mutual Fire Insurance Company, Chicago, Ill.
4.40—William J. Hartman . . . President Ben Franklin Mutual Casualty Insurance Company, Chicago, Ill.
4.50—D. S. Brassil . . . Vice-President New York Printers' and Bookbinders' Mutual Insurance Company
5.00—Charles L. Kinsley . . . Vice-President Graphic Arts Mutual Fire Insurance Company, Philadelphia

"CO-OPERATION"

5.10—Charles Francis . . . Charles Francis Press, New York, N. Y.
5.20—Robert Seaver . . . Seaver-Howland Press, Boston, Mass.

THURSDAY A. M. 9.30

"APPRENTICE INSTRUCTION"

9.30—Dr. F. W. Hamilton . . . National Apprentice Director, Boston, Mass
9.50—A. A. Stewart . . . North End Union School of Printing, Boston, Mass.
10.00—E. E. Sheldon . . . Lakeside Press School of Apprentices, Chicago, Ill.

"CULTIVATING GOOD WILL AMONG EMPLOYEES"

10.10—F. A. Curtis . . . The Curtis Company, Detroit, Mich.
10.20—James Berwick . . . Berwick & Smith, Norwood, Mass.
10.30—John S. Watson . . . Jersey City Printing Company, Jersey City, N. J.

"PRINTERMAN AND PAPERMAN; PARTNERS OR NEIGHBORS—Which?"

10.40—George Olmsted . . . J. W. Butler Paper Company, Chicago, Ill

"THE SUPPLYMAN AND THE PRINTER"

11.00—R. W. Nelson . . . President American Type Founders Company, Jersey City, N. J.
11.10—W. H. French . . . President Barnhart Brothers & Spindler, Chicago, Ill.
11.20—H. L. Baker . . . Sales Manager C. B. Cottrell & Sons Company, New York, N. Y

"THE ENGRAVER AND THE PRINTER"

11.30—Frank H. Clark . . . Eclipse Electro & Engraving Company, Cleveland, O.
11.40—William A. Grant . . . Franklin Company, Chicago, Ill.
11.50—Gustav Zeese . . . Zeese-Wilkinson Company, New York, N. Y

"THE ELECTROTYPER AND THE PRINTER"

12.00—Fred W. Gage . . . Gage Printing Company, Battle Creek, Mich.
12.10—H. B. Hatch . . . Royal Electrotype Company, Philadelphia, Pa.
12.20—Edwin Flower . . . New York, N. Y.

THURSDAY P. M. 2.30

Executive Session. Reports of Special Committees. Report of Resolutions Committee. Report of Nominating Committee. Election of Officers.

the Hippodrome; sightseeing auto trips through New York's streets; a sightseeing yacht trip around Manhattan Island, and a trip to the lofty tower of the great Metropolitan Life Insurance Building. In addition there will be printing plant visits and many trips for the ladies.

* * *

"PROPER ADVERTISING"

Florida has organized a "Development Commission," with the object of promoting "proper advertising." This, as defined by an article in the Sanford Herald, "means advertising arranged by a board of experts governed by a board of directors, who send out no advertising from the State that has not been passed upon by a board of censors composed of business men of the State and publicity experts."

It is evidently the intention to be triply guarded. Florida has suffered much from misleading advertising, but the State has much that can be honestly advertised and that will result in good to all the State and to those seeking homes or investments in the South.

Fraudulent or exaggerated advertising statements are the fruitful causes, as has been proven as to Florida, of bringing disappointment, losses and ill repute, but the proper exploiting, through honest publicity of real values and advantages is twice blessed; it helps and blesses those who receive and act on the reliable information, and those who give and remain to share in the increased prosperity and improved conditions.

Advertising that is up-to-date is based on principles of social and domestic economy. Advertising advances the wellbeing of buyers by inducing useful and economic purchases and through increasing sales, enables the lowering of prices. The best advertised articles that have merit can be sold more cheaply than would be possible were they not advertised. Advertising is the most economic salesmanship. It is an economy that is to benefit the seller and buyer alike.

* * *

Co-operation by all advertisers, for absolutely truthful, helpful, informing advertising, will ever be found the most powerful means for the permanent promotion of business. Truth is the foundation principle of good advertising as it is of true eloquence. There is nothing else more enchaining or impelling than is the truth. Art is founded on truth and the artistic in composition and illustration should be the exemplification of truth. There must be merit on which to found the truth.

BUSINESS MANAGEMENT

ED. E. SHEASGREEN, *Editor*, 1603 MONADNOCK BLOCK, CHICAGO, ILL.

WEEDY BUSINESS

BUSINESS institution of any kind is like a garden, it has a reason for existence, has its limitations, has its products, has its master head and also has—its weeds.

It is the weeds that we will consider for a while.

Some of the weeds are of the small, quick-growing variety—those little things that grow up in the night, sap as much as they can of the fertility of the soil that should go to the fruit. Others are of the bigger variety that grow slowly and are almost hidden from sight by the quick-growing variety, and if not rooted out at the very start will in time do more **real** damage than those of the smaller size.

The **little** weeds in business are inefficient plant methods, unnecessary handling and re-handling of the work; paying of wages that are too great for the good received, and the paying of wages that are too small for the good received, and backbiting, growls, and scowls in the head office that are reflected in the employes and finally in the product. Then there is the poor financial accounting system that hinders in getting quick trial balances. These weeds can be plucked with the others left—those "weeds" that do the real damage to the business garden. And they are a failure to figure interest on all **original** capital (but never on "water") invested in the property and plant equipment, and on commercial investments, just because the business may be free from debt; a failure to figure the actual replacing in ten years of the original capital; a failure to figure a proper salary to all executives or owners of the business; the employing of wife, son, or daughter in the business, at half wages or salary, when, if they could not be employed, a full wage or salary would **have to be paid** to someone else; a failure to recognize any of these growing weeds will soon put into the harvest sacks a greater crop of weed seed than of fruit seed. And as this bad mixture is sown and resown each year, accumlating more of the weed than of the fruit seed as the years go by—we have in time nothing but weeds. And the business garden has "petered out"—good soil is idle—is non-productive, is given over to the tares. A "barren" business goes to the heirs.

Now, how to save business from such a fate? And, **just such a fate is awaiting the business of the civilized world, when another civilization will go into bankruptcy** and soon, unless the big weeds are pulled right away.

There is only one way.

The employer—no matter who he is, what he makes, where he makes it, and the employe, no matter where he works or what union he may or may not belong to, or whether he be a Socialist or a mugwump, must get right down on their prayer handles out there in their business garden and root out all the weeds—beginning by putting in the modern cost system that will first show where are the big weeds—as named above. When these are rooted out—it will be a far easier matter to get at the little ones—which in reality are not the ones that are ruining business so much as many people imagine.

* * *

THE H. B. CLAFLIN CO. FAILURE

The recent H. B. Claflin Co. (New York) failure, and the La Salle Street Trust & Savings Bank (Chicago) failure, are the worst and farthest-reaching failures in years.

The bank failure, from press reports—is due primarily to the highway methods practiced by political bosses who should have been brought to a very strict accounting a long time ago. And the banking laws of Illinois need just as strict a "jacking up."

The H. B. Claflin Co., had not only ventured in a large manufacturing business in conjunction with their regular merchandizing line, but was probably the most complicated organization financially of any company doing business in the same line.

The H. B. Claflin Co. had organized the Defender Manufacturing Company, to make sheets, pillow cases, muslin underwear, etc., and in this line had to compete with those from

whom they bought their raw material and who were also manufacturers of these special lines.

Then that company also applied a great amount of money to its trade marks for these special lines—thus increasing enormously, selling and promotion expense.

The great H. B. Claflin Company could not have had modern cost-finding system methods employed or there would not have been a failure. Another reason for this failure is the fact that the H. B. Claflin Company was capitalized at $9,000,000, of which $2,600,000 was in first preferred stocks at five per cent—$2,500,000.00 at six per cent, and $3,930,000.00 in common stock. The majority of the above stock was owned by the Associated Merchants Company, which company is capitalized at $7,000,000.00. Then the third Company, the United Dry Goods Company, was at the top of the Claflin concerns and is a holding company capitalized at $45,-000,000.00 and it owns control of the Associated Merchants Company. These figures represent an enormous amount in a roundelay after profits, and when the "water," is taken into account, together with the great ramifications of the Claflin "paper," which was handled by over 3,000 banks in the United States, it becomes an easy matter to see how this "pyramiding" with water as a base must in time "float" away.

Many attribute these two failures to the new banking laws that are soon to be enforced, and to other laws recently passed, or that are to be passed, which are for the purpose of putting on a **sounder** basis. These laws may have had an effect, undoubtedly did have an effect. And it is just as right for **good laws** to have such effects as for the good surgeon to cut out cancerous or other growths that so often threaten the welfare of an individual. Just as well have these failures, these cutting out processes of life-sapping business methods—**now**—as later. For truly, as this Department has said before—

The **present civilization is in a state of bankruptcy** and needs instant help.

And drastic business methods **must** be applied, **at once,** if a considerable part of many of the big institutions are to be saved, or if thousands of the small and the real small ones are to be given a new lease on their business life.

* * *

"THE WHOLE WORLD LOVES A LOVER"

The people of not only the United States but of all civilized countries mourn with President Wilson and his daughters the loss of that good and noble soul, the wife and mother of their household. Companions,, chums, sweethearts, friends were Mr. and Mrs. Woodrow Wilson, and "all the world loves a lover," and mourns when true lovers have been separated by death.

To lose his helpmate at this time in his life is the heaviest blow that could have befallen the President. With great questions of State in our own land to contend with, with the Mexican situation still a grievous one and with the great calamity that has come upon Europe and which is of deepest concern to every man, woman and child of this land, Mr. Wilson would have had enough to labor under.

Why Providence saw fit to bring this extra and more crushing burden on our President we do not know.

We only know that Woodrow Wilson is one of the strong men of the world morally, mentally and physically; that he is determined at all times to serve and to save his people from all the harmful things that he can, and that above all else, his faith, a great and abiding faith, is well founded.

Business at Washington.

In our travels about the country we hear many expressions regarding the present administration—some very critical—but the great majority are full of faith in those who now govern.

It seems to us that the present managers of this country are trying, and are doing it, to save the people from suffering any more losses. This administration is pushing for laws that are bound to be helpful to us in the very near future—and the people of this country will appreciate this in a few more years. That the endeavors of President Wilson and his cabinet will be criticized goes without saying.

But let us look at the work they are doing just as though we were installing a cost system tor you .and they are doing this for the people). There would be many in the plant who would say, "it can't be done," and "I won't do as I am asked"; there would be many who would throw us out of the sixth story window because we dare criticize old and wornout methods; there would be the real bad spots of gross mismanagement showing up, there would be so many leaks and losses found that those in authority would be astounded—but yet, as at house-cleaning time, everything comes right in the end and all are happier and better off when it is done.

So it will be at Washington—the administration has all the same condition to meet within its work of reorganizing the great plant of the United States, and some things are bound to show up that will smell bad, some men who have been dishonest will be caught, many will howl their heads off that "the job can't be

done,"—but after the work **has been done**—as sure as we live, the great body of the people will find themselves better off than ever.

And what a shame that a **real** cost system could not be applied to every department of the national, state, and local governments, and to every industry, and to every home in the land!

If this could be done—in ten years we would not know ourselves from the great prosperity that would be ours because of the more even distribution of wealth that would take place.

A great check would be placed upon our present civilization going into bankruptcy—to which condition it is now rapidly advancing. The administration is trying to check this downward swing.

All good citizens of this country will and can surely help by "upholding the hands" of our government.

The Most Important Thing About a Ship.

We received a very surprising letter from a prominent organization man the other day. He said that in his opinion there were other topics for his association to discuss at their conventions that were just as important as that of cost.

Supposing our good brother was about to embark on some ship, bound for a far-away land. What would he consider as the most important thing about the ship? The sails, the boiler and engine, the life-boats and rafts, the stewards and their great supplies of food? Would he consider the accounting system used by the steward or the office of the sailing company?

Well, those are all mighty important—but how about the **Destination?** And then how about being **sure** he was going to get there?

If these are the important things about a sea voyage—then we have to deal with a captain and **his method of reckoning his course so he can** get "there." Now the reckoning of the course in sailing is the same as cost-finding in business. The recording of those records in the ship's log is the same as an accounting system in business.

And most any sane man would want to know **where** he was going, and **where** he was at any time in sailing.

But in sailing the financial seas, that same man more often pays attention to the coal pile (sales, or "angels" to put in more capital for reorganizing, so more new capital can be put in to save a failure) than methods of figuring his course—that he is either dead-broke all the time or meets with financial disaster.

We hope the good brother will some day, and before it is too late, see the error of his way.

"The Psychology of Advertising"

By Walter Dill Scott, Ph.D.

(Small, Maynard & Company, Publishers, Boston.)

PSYCHOLOGY is nothing strange, mystical or mysterious, and Dr. Scott has written his book in a clear, plain, straightforward style that makes the subject entirely understandable and the truths ennunciated easily applied or used.

Memory is first treated as being one of the first considerations in advertising. Any announcement certainly must be remembered in order to influence action. Thoughts, illustrations or statements are lodged in the memory in a way to remain by four methods: By Repetitions, Intensity of the Impressions made, Association, and Ingenuity of wording, construction, concentration, arrangement and illustration.

Repetition is the simplest and most direct method, but in advertising must be varied so as not to become wearisome. Intensity is necessary to win attention as well as to make a lasting impression.

Human feelings, will, habits, emotions and instincts are taken into account and each receives proper attention and lucid treatment.

Among other subjects treated in separate complete chapters are: "The Laws of Progressive Thinking"; "Attention Values of Small and Large Spaces"; "The Psychology of Food Advertising"; "The Questionaire Method in Advertising," illustrated by an Investigation upon Newspapers.'"

Under the chapter title of, "The Habit of Reading Advertising," some curious and interesting facts are given, obtained from interviews and close observation of readers in homes, clubs, hotels, reading rooms and on trains. The author says: "One lady told me that she was sure she never paid any attention to advertisements, and yet, within an hour after making such a statement, she was in conversation about articles which she knew only from statements appearing in the advertising columns of periodicals. I observed her reading magazines and found that she seldom slighted the advertisements."

One important conclusion reached is that the illustration, or the display lines of an advertisement, "should tell the story so completely, so distinctly, that at a glance the gist of the advertisement is comprehended." Almost uncon-

sciously a strong impression is made upon the mind, and, naturally, if the reader is directly interested in the article advertised, he reads the whole story and arguments presented in the advertisement, but in any event the article advertised is impressed upon the memory and a future need for the same will recall the principal fact of the announcement and lead to inquiry.

In this view mere pictures, having no direct relation to the article advertised, and simply used to attract attention, are of little or no comparative value. A picture alone, however perfect and attractive, only advertises the picture, unless illustrating the winning points of the article advertised. A picture of Venus does not advertise the "Venus pencil." We suggest, however, that if the figure of Venus were drawn with a pencil labeled "Venus," dangling from a gold chain around the neck of the figure, the picture might be effective in impressing an idea of the perfection and beauty of the pencil.

An advertiser frequently says that he has had no returns from an advertisement and doubtless is honest in making the assertion, still the advertisement may have been abundantly effective.

The author states and verifies the statement: "To say that an advertisement is fogotten is not equivalent to saying that it has not made a lasting impression. * * * For years I have seen the advertisement of a certain tailor. Recently I entered his shop and ordered a suit of clothes. It so happened that the proprietor, who was conducting a vigorous advertising campaign, waited on me himself. As he took my order, he asked me whether he had been recommended to me. I promptly replied that he had. I then began to try to recall who had recommended him, but found that I could not recall any such recommendation. I had read his advertisements so often that I had forgotten the particular advertisement, but had retained the information which the advertising had imparted. I had evidently confused the source of my information, for I fully believed that I had heard from some of my friends that this particular tailor was especially trustworthy. If he had asked me whether I had been influenced by his advertisements or not, I might have answered that they had nothing to do with it, although in fact they were the only source of my information about him, and evidently were entirely responsible for the sale."

This tailor was evidently a persistent and skillful advertiser. His advertising made such an impression on this purchaser that when he wanted a suit of clothes, this tailor came first to mind with all the favorable impressions that led him to this particular establishment, to make the purchase. The same applies to the advertising of paper, type, inks, printing machines, a newspaper or printing.

We have frequently urged that the man fails of his opportunity for securing business, if he does not so thoroughly advertise among prospective purchasers as to make it certain that when one comes to need an article, the name of the advertiser of the same would come to mind, or in other words, that he could not help thinking of the advertiser in connection with his want of paper, type, press, composing, cutting or other machine.

This book will be found useful to all advertisers and to all who sell advertising space or matter. Many illustrations are given of effective advertisements as well as of those of a contrary character, and the reasons for efficiency or inefficiency, as the case may be, are fully explained.

* * *

NATIONAL AMATEUR PRESS ASSOCIATION

Chicago was selected as the next convention city of the National Amateur Press Association at its annual convention held in Bridgeport, July 9, 10, 11.

Leston M. Ayres of Milltown, N. J., was elected president at this convention. Other officers are W. C. Darrow of Rocky Mount, N. C., first vice-president; Albert Sandusky of Boston, second vice-president; Miss Edna von der Heide of New York, secretary; H. A. Reading of Omaha, official editor; R. Kline of New York, treasurer; Mrs. Jennie M. Kendall (the retiring president) of Chicago, Gustave Kiss of Milwaukee and G. A. Thomson of Boston, executive judges.

This is one of several associations in the United States that are composed of young people who are interested in writing. Many small papers are published by the members, and the association publishes a bi-monthly official organ.

* * *

VOLUNTARY WORDS OF APPRECIATION FROM HIGHEST AUTHORITY

New York, N. Y., August 10, 1914.

National Printer-Journalist, 4618 Ravenswood Avenue, Chicago, Ill.

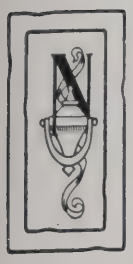
Dear Mr. Herbert:—We receive the National Printer-Journalist regularly and class it as one of the best. If printers believe in their own product as regards advertising, they will support their own journals in the way they should be supported. Long life to the Printer-Journalist and Mr. B. B. Herbert.

Sincerely yours,

CHARLES FRANCIS.

Putting In a Cost System Efficiently

One of a series of nine articles on "Efficient Cost Keeping," by E. St. Elmo Lewis, Burroughs Adding Machine Company, President of the Detroict Executives Club.



EVER FORGET THE MAN" ought to be written in large letters over the desk of the man who is responsible for the Systems used in any kind of business.

Too many systems are made on the assumption that the men working them are reasoning, thoughtful, and analytical.

Most men are none of these things. In fact, even most of those men who are paid to think are not analytical; their thinking is mainly remembering how a thing was done before, and then doing it again.

Begin a system with yourself.

A cost system must be honest with itself.

Decide that you are going to be honest with yourself.

Registers the Proprietor's Will

The proper cost system registers the will of the proprietor. It goes only as far as he will go. Some managers don't want to know too much about their business. It is surprising how much more common than may be supposed this failing is. The average man approaches a cost system from the wrong angle. He doesnt' want to find that he has not been making as much money as he should, because that reflects on his ability as a manager. He should, on the other hand, try to find out where he is not making as much as he should, in order that he may remedy the oversight. In the first place, then, determine to find out what it has cost you to produce and sell your product for one given period. That will open your eyes to losses and perhaps unnamed profits. In the second place, decide that you will put in a system to find out what your future product will cost you.

Get at the Real Costs Fearlessly

Get at the costs; don't flinch or fumble, but go after and get the whole truth about yourself and your business.

You may have some pet method of handling tools in the factory, charging the salesmen's expense, dividing territories, handling the accounting detail in the office. You think it is efficient and profitable. It may not be. Be prepared to see it possibly thrown on the rubbish heap.

Teach your superintendent and your men to see the new ideas in the same way. Employes are never glad to see changes. They don't know what they mean; and being ignorant of the purpose they generally imagine they mean the worst results to themselves. Superintendents, managers who have been responsible for the systems you have in use, would be more than human if they did not resent the "newfangled ideas" that seem to be revolutionary and spell an indictment of their ability.

Consider the Man

Consider the man and bring to bear upon him all your managing ability which has for its aim and purpose the inculcation of the right ideals of work, faith in the business, and enthusiasm for its prosperity.

A manager told a story which shows the value of this man-knowledge so essential to the success of a cost-keeping system:

"The management of a large machine works came down with the high-speed steel fever, a malady that needs a little description.

"High-speed steels, made for cutting-tools in metal works, are so superior to ordinary carbon steels for certain work that from forty to one hundred per cent increase in production often follows immediately upon their introduction in a machine shop. They make it possible to run machines faster, cut more deeply, and speed the work all around.

"This particular management tried high-speed steel and found that its costs could be reduced at least seventy per cent. That meant almost a revolution in prices and competitive conditions. An elaborate cost system was worked out, the new steels applied everywhere, and several contracts taken on terms that would have meant bankruptcy under the old scheme of things.

"And before those contracts were completed the works did face bankruptcy.

"For the new cost system wouldn't operate itself. Workmen had not been taught to temper the new steels, a delicate process. No provision had been made for grinding tools to exact angles in a special department. There was an insufficient supply of tools for the new condtions, leading to losses of time. Worst of all, employes were suspicious of the whole innovation because it had not been clearly explained to them and they feared it was meant to put them at some disadvantages. The cost system was only a theory at that point. It had never been adjusted to the human equation, and it took more than a year of patient work among the men in different departments before such adjustment was brought about, making the theory fact."

The Man Power

The man power, without which a system is simply an inert machine had not been considered.

Managers frequently go at this phase of the question in a way that leads to needless loss. At the bottom every American workman is of the right stuff. That is not sentiment or patriotism; it is a plain statement of experiences.

When you throw aside your general managership and get down on the floor and talk to these men as man to man, you can generally get them into line with almost any plan of betterment. It is a formal stupidity like this that makes it easy to form unions and call strikes:

"On and after this date every workman in this factory will be put on a piece-work basis, as per schedule in the hands of each foreman.

"By order of the Company,
"John James Smith,
"General Manager."

Go back over the labor troubles in your district and you will find a number dating from just such if-you-don't-like-it-get-out orders.

Such orders come from a man who fails to realize that every machine he has in his factory, every part of his product, every sale he makes, every dollar of his investment, depends for its efficiency on a man.

Contented men give a better result than mere men.

Enthusiastic men give a better result than merely contented men.

Value of Enthusiasm

Men with pride in their work, with enthusiasm in their blood, and loyalty in their hearts can whip the world.

That sounds like sentiment. So it is—but the stuff

that rules the world certainly has a place in ruling a business.

When you get down to the men, show them that you trust them; tell them what you expect them to do, and that the system of costs is simply to protect them and you and your stockholders. You wish to place responsibility where it belongs, and will pay for it in proportion to its value to the company. Most of them will try to deserve responsibility, and you'll find it pays to get rid of the others.

As a manager you must not forget the man-stuff on which the cost system depends. This task is theirs. Fix in your own mind clearly what you want a system for, what you want it to do, and why you want it.

Nine Advantages of Cost System

The general advantages of any cost system are:

First—To reduce the costs.

Second—To increase production.

Third—To introduce machines to do work hitherto done by hand.

Fourth—To equalize the output in each department.

Fifth—To serve as a guide to selling.

Sixth—To serve as a guide to pricing.

Seventh—To serve as a basis to judge the product and efficiency and diligence of the workmen.

Eighth—To place the employer in a position to get a safe basis, independent of the judgment of the foremen of the different departments, on which to reward the efficient and to develop the promising but inefficient.

Ninth—To act as a moral stimulus to every workman and to insure fair distribution of reward to all.

Not one of these things can be handled with accuracy and safety unless you have a cost system.

The most important thing to remember is that a cost system will not tell you what your costs should be. It will simply tell you what your costs are. To determine if your management is efficient you must have standards of efficiency by which to judge the results of management. You must analyze all conditions in order to know whether you are producing goods at the lowest cost consistent with the quality you wish to maintain.

Starting Cost System—The Expert Pays His Way

Starting a cost system is important—where to start, how and when—for these take the time of men from a business that must be kept going while it is being doctored.

The expert has found his opening here.

The expert always pays his way. Some people consider that the doctor, the lawyer, the dentist are all unnecessary; but they are economizers of life, liberty, and happiness. They get more for us than we could get for ourselves.

It is the same way with cost-keeping. There are men who have made a special study of cost-keeping. The cost-keeper is generally an outsider who has made a study of costs as applied to manufacturing, wholesaling, or retailing. There are experts who specialize on certain kinds of costs, such as foundry costs, costs in specialty manufacturing, and costs in department stores, and so on through a score of lines.

Rational, Workable System

The cost-keeper is generally more than a bookkeeper, though some bookkeepers have made excellent cost-keepers. He must have an ability for analyzing processes, a grasp of manufacturing detail, and a knowledge of accounting, and then the final test of his ability as a systematizer comes in an ability to mould these things into a simple, reliable, workable system.

In its workability will be shown the value of knowing human nature. Each record required of a workman must appear to lead somewhere, say something, be complete. To ask a man to set down some apparently needless figures for an unknown purpose is to make him indifferent and inaccurate, and that is to fail to get the facts in so many cases as to seriously interfere with the accuracy of the final results.

Business is enough of a gamble, even after a cost system has been installed, without encouraging anyone to guess at any part of the data it obtains and on which its conclusions are to be based.

Three Kinds of Costs

There are three kinds of costs: First, estimated costs; second, absolute costs; third, efficiency costs.

The process of estimating costs leads at best to self-deception. It argues a decision to install a cost system that shall give you a knowledge of what the items of your product actually cost you to produce, and then side stepping in favor of introducing guesswork as a more pleasant and less apparent expense.

It is a compromise that inevitably hurts more than it helps. It is not a system in any of its crude and imperfect parts. It is just a process of recording human guesswork, and has no more right to be called a system than a process of keeping books by which you guess at the amount of the items you enter to your debit, and speculate as to how much your customers should pay you.

The system by which absolute costs are obtained is an honest attempt to get at the real amount of labor, the real amount of material, the real proportion of burden put into any piece of work. The ideal set before any cost-keeper—dealing with absolute costs—is: "Get the absolute facts and figures about the various activities of the business." Approximations, guesswork, estimates, and speculations of any kind are barred; and in their place is an ever-present, single-minded desire to be absolutely accurate.

Accurate Knowledge—Definite Standards—Getting at Causes

Knowing accurately what your costs are, you are in position to compare them with the standards which your experts have already determined—to gain which is the office of efficiency costs.

It must be realized that the value of the right system lies in the difference between average and maximum efficiency, between what is done by men who are left largely to their own devices or the uncertain moods and ebbing and flowing energies of foremen, and men who feel the constant spur of working up to definite standards fixed by scientific analysis.

The business man who thinks up to such a standard, realizes that NOTHING HAPPENS in this world—that success or failure does not come as a result of good or evil fortune. Back of them is a cause. Back of all success, there is a good and sufficient reason.

The executive with a vision realizes that he must get at these causes and understand them. As he hunts for them amid the activities of his business, he is hospitable to the claims of all theories, of new machines, of time-saving devices in office and factory. Nothing is poor in his eyes until it has been found wanting after a trial. No theory is bad just because it is a theory. He knows that theory is the egg, practice is the chicken.

Search Out Details—Takes Care of Losses, and Profits Will Take Care of Themselves

But in this hunt for details that shall show him where and whence to find the things that make or mar profits, the manager finds that this hunting process consumes a vast amount of time that is needed for more important work. He must deputize—hence the cost-keeper and the expert analyzer of materials, personnel and equipment.

Details will not come of themselves to the executive; the executive must go after the details and he does this by means of a system through which are recorded all the time and materials and money used, and then a systematic distribution of these figures to certain divisions of all processes or expenses, which he knows to be the source of the greatest possible loss to him.

He knows that profits will take care of themselves when he has taken care of the losses. That is the executive's part.

Charting of Processes

Many cost experts have found that a graphic charting of the processes of the business helps to a proper analysis and aids in placing the costs in a proper light before those who will operate the system.

First, chart all the various departments of the business; under each department write exactly what the department does. Arrange each of these departments in the sequence of the work as it is done, or as the product comes through.

Then take each operation in each department, analyze it carefully, make a time study of the work, and write a schedule of standard instructions for handling it.

Arrange your cost system so the records will follow the sequence of operations.

Departmentizing

Any factory or store not properly departmentized may have a working chart arranged without in any way interfering with the actual conduct of the work until the system has been fixed. The simple principle of departmentizing is: a department should handle the same class of operations in a factory, or the same general lines of goods in a store.

Metal work should not be mixed up with wood work in a factory, nor shoes with white goods in a store.

In the administration department, the sales making and the accounting branches should be divided, the general executive department should be individualized.

For instance, take a machine shop.

This is divided into foundry, tool, paint, lathe, pattern, polishing, planer work and assembling departments. Each of these departments has its own expense covering direct labor, direct material, general indirect expense. The last is divided into departmental general indirect expense and then into an account which carries a percentage of the entire indirect expense.

Nine Things a Cost System should Show or Do

Any factory cost system should do several things, some of course, under certain circumstances, being much more important than others. Among the important things it should do are:

First—Ascertain the cost of each unit of each line of the factory product.

Second—Record the amount of time spent on each operation or each order.

Third—Show location in plant and the condition of work on each unfinished unit.

Fourth—Show the amount of productive and non-productive labor, and for what the non-productive labor is used.

Fifth—Show the amount of productive and non-productive labor and materials, and give stage of development by departments.

Sixth—Show total output, average monthly output, busy time, and idle time, on each unit of output, for day, week, or month.

Seventh—Show cost by the hour of operating each class of machines and by departments.

Eighth—Show relative overhead and direct labor cost by the hour, or by the unit, in each department.

Ninth—Show whether each operation is increasing or decreasing in cost and, in its final analysis, whether you are making goods at a profit or a loss.

Cost Keeping not a Fad but a Necessity

It should be understood from the start that cost-keeping is not a fad. Be convinced that it is a prime necessity to financial success. Business—almost any kind of a business—is but a guess without it. It requires study and judgment and steady application of correct principles.

From the time material is bought until it is fashioned by the workingman into the finished product, the manufacturer is at an expense that never ceases. To ascertain accurately the proportion of cost a job unit of production should be charged with, is the function of cost accounting.

The actual work done—the visible work—the grinding, cutting, punching, shaping, heating, polishing, etc., are too commonly figured as the only cost chargeable against the job. In fact, these items comprehend but a small per cent only of the true cost.

* * *

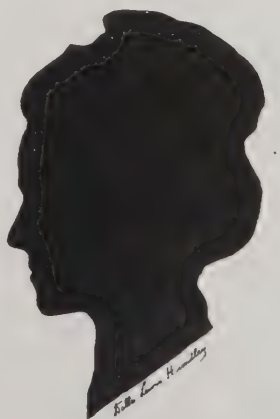
NOVEL AND PLEASING BOOK MARK

Altavista, Virginia, August 3, 1914.

National Printer-Journalist, Chicago.

Gentlemen:—The enclosed specimen is sent you not as one of fine printing but as a piece of originality in book plates.

THEIR BOOK.



Yours truly,

WILL M. HUNDLEY.

The Opportunity of the Members of the National Editorial Association

In his report to the Associated Advertising Clubs of the World, at the great Toronto Convention, in June, Herbert S. Houston, for four years chairman of the Educational Committee, made the following reference to the proceedings of the National Editorial Association at Houston, Texas:

"In speaking of the small town work, I must not overlook the great service that has been rendered to it by Mr. John Clyde Oswald, the President of the National Editorial Association. At the convention of the association held a few weeks ago at Houston, Texas, resolutions were passed strongly supporting the small town club movement. And today the publishers of country weeklies and of small city dailies stand ready to take up this work and push it, as Mr. Benjamin, a country weekly publisher, has pushed it in Nevada. Just think of the unparalleled opportunity that is now before us! Through the support of the National Editorial Association and through the strong support of the American Press Association, that has been given in unstinted measure the last year through Mr. Theis, and that will continue to be given us, we are immediately in the presence of an unparalleled opportunity to go far with it, we can fundamentally improve retail conditions, through making better merchants, in every State in the Union, and throughout Canada—and I should add, in view of the promising association started across the water—throught Great Britain as well. Shall we meet our great opportunity?"

For twenty-six years and more the National Printer-Journalist has urged the educational opportunities and duties of the newspapers in work for the promotion of the knowledge and the objects now effectively being carried forward by this great organization of advertising clubs, and the editor of this paper, in 1896, prepared a course of reading for editors that was adopted by the National Editorial Association at Galveston, intended to prepare newspaper men for this work and to inspire with zeal for accomplishment.

On account of the character of the membership of the organization directly served, and because the dailies and weeklies of the smaller cities outnumber those of the metropolitan cities as twenty to one, and because the successful publishers of the metropolitan newspapers are most frequently trained in and come from the smaller newspapers, where all departments of newspaper making are learned, and because the same principles apply to both the small and large papers, our efforts and teachings have been, naturally, more generally and directly addressed to the workers on what are generally termed "the home or country weeklies and small city dailies." These afford the more fruitful fields for educational and promotive work. However, we have numbered among our pupils or readers, many of the editors and publishers of metropolitan dailies, a large number of whom have graduated from the offices of the rural or small city newspapers. To all these the proposed work of education and promotion is very familiar and as a result, these are ready and prepared to second the small club movement for the carrying forward of the work. Many have been carrying forward this work for years in their several publications without deserved coöperation and appreciation from the communities served. The advertising club movement is waking up the readers and helping the ever faithful and serviceable press.

Further on, in this report, Mr. Houston refers to a lecture by Mr. James Schermerhorn of the Detroit Times whose newspaper schooling was in an office in a small city of western Michigan, where he read the National Printer-Journalist, of which he recently kindly wrote, that it had been his inspiration from apprentice to publisher. Of late years he has become an active and a very highly-prized and useful member of the National Editorial Association, delivering addresses that have proved greatly useful and inspiring. Mr. Houston says:

"We have a lecture that has been prepared by that orator par excellence of the advertising club movement, James Schermerhorn of Detroit, on 'Advertising—The Light that Serves and Saves.' We are undertaking to have this lecture illustrated, both with moving films and with stereopticon slides so that a club may adopt either form of illustration desired. It is admirably adapted to inform and convince the public as to the great service which advertising renders. Surely, no more dramatic demonstration of what we owe to advertising has ever been made than Mr. Schermerhorn makes in his description of 'adless town.' This graphic portrayal of what advertising has done for every man and woman in the modern civilized world will go far toward educating the public, and I urge upon the clubs that every one of them arrange to subscribe for this lecture and present it wherever a proper hearing can be secured."

It is certainly well that lecture and illustration, the public forum and the moving pictures, should aid the newspapers in the spreading

abroad and enforcing the gospel of advertising. It is a gratifying fact that the members of the N. E. A. have been the leaders in this field.

Books are also becoming great aids in the work, and further on in his report, Mr. Houston speaks of a new book by Mr. John L. Mahin, the head of the Mahin Advertising Agency, who learned the newspaper and advertising business in his father's home newspaper office in a small city of Iowa, and who has been from boyhood and still is a reader of the National Printer-Journalist:

"Mr. Mahin's book bears the title, 'Advertising—Selling the Group.' It is an illuminating exposition of the great function that advertising serves in the modern world. And it is more than that, for in a straightforward way it describes the modern organization of advertising through which it serves its great function."

Another new book commended in the report is by Mr. Harry Tipper, the President of the Advertising Men's League of New York, of which Mr. Houston says:

"Mr. Tipper's book is in a definite way complementary to Mr. Mahin's book. It bears the modern challenge of 'The New Business' for the title. It discusses the background from which modern business has sprung and it describes how modern business is carried forward through its various component parts, especially through marketing, merchandising and advertising."

This Educational Committee, that deserves great praise for the work accomplished, has not only promoted and financed a great book on advertising, but has found a way to secure very large sales. The great trouble as to technical books on newspaper making, printing and advertising has been that they have not been generally bought by those who really need and should read them. Entertainment rather than instruction is sought by present-day book buyers and the fact is, too, that the members of the calling of journalism and typography read too carelessly, and too little and with no real purpose for improvement.

However, "Advertising as a Business Force," by Professor Creighton, which the New York Times in a column review declared "was the most important business book that had ever been written," had reached a sale up to June last, of 6,309 copies, "a larger edition, it is believed, than has ever been sold of any advertising book before in the same period," says the committee's report that might have safely added, in any period of time.

"These sales have enabled the committee to repay the cost of making the book, to pay for the plates which are now owned by the clubs, just as the copyright is owned by the clubs, and to show a total profit thus far of $2,036.19. An edition has been brought out in England; within a few weeks an arrangement has been made to bring out an edition in Spain; an edition of 700 copies has been sent to Australia; and right now arrangements are pending, through Mr. Arthur Wiener, for the translation and publication of an edition in Germany. Thus this great book has gone forward to enlighten the world as to the progress and developemnt of American advertising.

"But the committee is not satisfied with the publication of one book, however important it may be. It proposes to go forward and publish one or two books each year that shall become the property of the clubs and that shall in time constitute, we hope and believe, the great authoritative library of business and of advertising."

In this report on education are contained very important lessons for the members of the National Editorial Association and of all other organizations devoted to the advertising or building up worthy callings.

One feature of this movement, beyond making better advertising, covering broader and more numerous interests, with greater intelligence and efficiency and making all advertising honest and entirely worthy of credence, is the making of better retail merchants, better business men in the thousands of medium-sized and smaller cities—better appreciation of the complete service they must render their customers and of the home newspapers through which they must reach and educate the people.

Congressman Stevens has introduced a bill in the House of Congress at Washington, to prevent unfair or dishonest advertising by large mail order houses by which, it is claimed, nearly $500,000,000 of business is taken from the retail merchants throughout the country that number nearly a million, scattered in cities and villages of the United States. The bill is endorsed by nearly all the organizations of retailers, and its passage and enforcement will doubtless be of considerable advantage, but, in any event, the business men must work out their own salvation. In this work, for their own interest, as well as for the good of their advertisers and their communities, through upbuilding of local trade, the newspapers and printing offices must help. There must be a constant educative, advertising campaign. It must be shown that

the right kind of publicity creates business, as well as being a necessity to meet outside, aggressive competition, backed by the most liberal and skillful advertising. The press, by joining hands with the home advertising club, that is enthusiastically working for the promotion of home business and all home interests, can accomplish wonders in the face of all opposition from the outside world.

* * *

The Saner, Happier View

In the presence of the greatest war of all ages, following upon the broadest efforts and the brightest promises of universal peace, no one, who has any care for his fellowmen, can be otherwise than deeply moved and interested. So closely is the whole world bound together through knowledge, travel and commerce by means of the universal press, the wonderful modern means of immediate intercommunication and transportation, that every loss or evil happening anywhere among the nations of the earth affects and is immediately felt by every individual member of the great human family. All nations are neighbors now and in America the peoples of all these nations are kin with close sympathy and a pretty clear understanding each of the other.

America Happily Situated

America is happily situated in being so far from the scenes of conflict as to be free from its hardships and from mingling in the strife, and, at the same time, to be able to judge clearly of the causes and the possible outcome. America, however, is not so far away as to be deprived of opportunities for useful service or to be released from serious duties.

Friendly Neutrality First Duty

The first duty is that of friendly neutrality toward all the contending powers, and the reaching of a clear, righteous judgment as to all the underlying motives and reasons of the contest. Kindly neutrality does not mean stolid indifference or senseless inactivity, but service in the way of kindly offices, already wisely tendered, by our Government, and in the meeting the demands and wants created, and seizing upon the opportunities presented.

Blessed with Abundant Harvests.

Fortunately, if not providentially, this land has been blessed this year with wonderfully abundant harvests, and never, before, was in better condition in all lines of manufactures and commerce. America has the needed supplies and must increase and subserve the agencies for supplying the world's great needs. The neutral nations of South America, of the Orient and even of Europe, have looked very largely to the nations now at war for the products of the laboratories, the mills and factories, for chemicals, dyes, fine instruments of science and art, implements and machines of the manufacturing industries.

Completion of Panama Canal Providential.

It is the duty of this nation to see that these demands, which if not met will cause dire want, stagnation and retrogration, are promptly and fully met.

The completion of the Panama Canal, just at this time, seems equally providential with America's great abundance. Besides all this, the contending armies and people must be fed and clothed and a way will be found for America to do her part.

That all this service will enable America to take a leading place in the commerce of the world, with her merchant marine on every sea and her flags floating in every port, teaching the world of the blessing of liberty, peace, prosperity and goodwill, is her good fortune.

The War Caused by Unrest.

Back of everything else, as the cause of the terrible contest, is the struggling spirit of freedom and free government, against the outgrown doctrines of the Divine right of kings and of the royal lines through all the oncoming years, to rule the people. The desire for the safety of the throne of Austria-Hungary precipitated the terrible war. The people of the old world have come to consider, revere and protect the royal families, the kings and emperors, as the ideal embodiment of the nation, just as America has learned to consider "the flag of the free" its emblem of liberty and of government by the people.

Back of this, too, were the traditions of race and nationality, the nurtured hates of former strifes, conquests, injustices and humiliations, as well as a narrow loyalty to king and country and to prejudices wholly at variance with that broader loyalty to and interest in mankind growing out of existing conditions and relations.

America's Opportunity.

America has the opportunity to give to the whole world the broader and wiser vision. The brotherhood of man, through the mutual interests and dependent relations each to the other, is to be confirmed and practically demonstrated.

No Room for Pessimism.

Here, in America, there is no room for pessimism, but every reason for optimism. The motto of every business man, every farmer and every manufacturer in tihs land, should be "Forward." Everyone, through publicity, through liberal advertising and words of encouragement, as well as by acts, should herald the glad tidings of opportunity, of revived business and increasing prosperity. The world is America's today if she but steps forward and renders the services demanded and embraces the chances open everywhere to her industrial and commercial enterprise.

A leading manufacturer of Cleveland, Ohio,—and he is but one among others,—has awakened to the true vision of unequaled opportunity and, as told by Leslie's Weekly, "has transformed his whole organization on the staff and line basis, with 'Forward Now' as their watchword and command."

Reading the accounts of terrible carnage and destruction of property may tend to feelings of gloom and discouragement, but these are weakening, wasteful and injurious. The whole world needs America's optimism, unsullied hope and faith. Out of present calamities the greatest blessings, justice, lasting peace, world-embracing commerce, co-operation, liberty, mutual helpfulness and enduring fraternity may be reached and reaped.

* * *

TOPEKA PUBLISHER NAMED FOR GOVERNOR

Arthur Capper, the Kansas publisher, was nominated for governor by the Republicans of Kansas at the recent primary in that state, receiving the largest vote given a candidate in a Kansas primary. In his home city of Topeka he broke all records, his vote being nearly six times larger than any other candidate on either ticket. Mr. Capper's friends believe he will be elected in November by a fine majority.

Farmers as Advertisers

There is no reason why farmers should not very frequently find advertising profitable, and through that advertising open opportunities for profit to others. Some newspapers have worked up a paying department of farm advertising. A thoroughly circulated home paper, like the kind of which Horace Greeley wrote—mentioned on another page of this issue—is the best possible medium for the farmer. A farmer often has, or should have, for sale at different times, such articles and things as other farmers or townspeople need. Good seed wheat, corn or grass seeds are constant needs and the Bridgeport, Conn., Standard tells of one farmer who sold $800 worth of extra good seed corn in one year, through advertising, to the profit of himself and the purchasers. Of course he got an extra price and made the sales right on his own farm. By advertising farm produce, an Illinois farmer increased his bank account $1,000 in a year. Farmers, like dwellers in cities, who are liberal users of classified advertising—often have articles for sale or exchange, that are no longer useful to themselves but would be just what others may want, and need, articles that other farmers would be glad to sell; they need laborers just as much as does the city manufacturer and there is no reason why they should not secure their help through the want department of the home paper.

The Standard rightly states that, "The efficiency of the parcel post as an aid in marketing farm produce has measurably increased farm sales." There is no place at present for the farmer who "has something to sell and does not know how to locate a purchaser."

"It pays to advertise, Mr. Farmer. Appreciate your opportunity for placing your wares before the public through the medium of the daily or weekly press, the billboard, the postcard, the circular letter, the catalogue or through exhibits at fairs and shows. It will profit every farmer that markets cash crops, be they grains, grasses or live stock to maintain an accurate mailing list containing the names and dresses of possible purchasers who reside in his vicinity."

There is no excuse for the newspaper man or printer who fails to educate farmer readers as to the importance of advertising. By carrying on such an educative campaign among the farmers, a threefold benefit will be conferred; a benefit to the farmer who has something particular for sale or has a want to supply; the man who needs the article or service and will get profit therefrom, incidentally benefiting the community and lastly, but not least, profit to the paper or printing office that gets the advertising or the work, and at the same time becomes more serviceable to readers by bringing seller and buyer, employer and employe together.

* * *

Cost and Security

How difficult it is to break loose from old ideas and beliefs—even in the face of overwhelming evidence and arguments—has been demonstrated over and over again in the matter of adopting cost systems by printers. It has been proven, illustrated, shown by hundreds of best printers and in scores of different ways, that in order to know the cost and make the proper charge against each job, which is only honest and just, is to ascertain the cost of every salable or productive hour. The trouble seems to be with many printers that the wages paid crowd out a proper consideration of everything else. It might help some with these printers to put the cost of everything into the payroll each week—the presses, the type, the building, the insurance and so on.

Every press, just the same as every employe, costs every day and every hour and must earn a share of what must be received for work. The only way to ascertain this wage is by figuring the amount invested therein, the taxes, the insurance, wear and tear, or the amount required to keep it up and to replace it when worn out. The same applies to everything else about the printing office. To ascertain all such items would require an unnecessary and a too expensive amount of work, so that recourse has been had to ascertaining an average, and the law of average, when established, is found to meet with sufficient accuracy every demand. The law has been established through carefully kept cost records by expert men, in hundreds of successful offices, and the printer shows lack of wisdom if he does not benefit by this established law. Necessarily in order to secure work in the face of competition a printer must bring the wage for his machinery and everything else within the average. If through carelessness, or lack of proper efficiency, the cost, from wear and tear, breakage, reckless credits or anything else, is made to exceed a marketable average, the business will be compelled to stand the loss, just as in the case of fire, only in the latter case the loss may be provided against by insurance. But there is no insurance against carelessness or inefficiency.

Through the law of average, one is enabled at once, without great expense to properly distribute the cost to every job. For illustration, it has been pretty well established that in the average office a charge of $1.75 must be made for every productive hour for the running of a $3,000 two-revolution press, in order to cover the cost. If a printer is so happily situated, has such a continuous run of work, such unusual efficiency as to be able to make greater the average productive hours in his office, or has such efficiency as to get more than the average output per press, that is his good fortune. Every man in the world is paid for superior skill, ability or efficiency. The fact is, however, that when there may be successful runs, unusual rushes of work of a character more profitably handled than the average, there is likely, at once, to come conditions that will make the cost much higher than the average. A certain great patriot and ortator, once declared: "Experience is the only light by which my feet are guided." But he did not mean his own personal experience but the experience of all the history of the past. One's own experience is too limited as to time, too circumscribed as to conditions, as to furnish a permanently safe rule of average.

However, one must keep a cost record of every job and every process of his own plant in order to know whether he is keeping up to the average and to ascertain whether there are any leaks, any lack of efficiency and where. However, if one actually ascertains that after covering all costs and providing against ordinary accidents and losses one can constantly produce work at less cost than the average, he is justified in placing his prices to correspond with his cost and reasonable profits added. Such a printer would have an advantage over others in competition for work, but it is one thing to pursuade oneself into the belief that his hour cost is lower than that of his competitor and another to demonstrate the fact. The lower hour cost generally indicate less hour production.

The idea of putting everything on the payroll has been used here to enforce the importance of keeping the hour cost constantly known and in view, but we are inclined to believe that it would be a good thing to deposit in the bank each week, as a part of the payroll, a sum sufficient to pay pro rata cost of rent, light, heat, interest, taxes, insurance, depreciation—figured at 10 per cent on machinery and 25 per cent on type—losses by bad debts, etc., etc., to cover everything, not covered by actual wages, salaries and stock. It would be a sure way for preparedness to meet all bills and would be an insurance against actual loss on the business through neglect or oversight. These wages to machinery or the entire plant in the running of the business—might be placed in a savings account and the money to be drawn therefrom only as payments were made. Every frugal workman puts his money into a savings account in a reliable bank and draws on that amount as payments become due, or necessary. This method would secure to the business a sure fund for replacement of machinery or for other investment, when needed, or found to be profitable.

* * *

Real Estate Men Should Advertise

In many cities, as strange as it may seem, real estate men are far from being liberal advertisers. Real estate brokers very frequently have no other investment than what is required for rent and a sign and they sit down in their offices and wait for the people to find them and then to find out what they may have to sell. Successful real estate men are the very largest advertisers and there is where they find opportunity for profitable investment. There are always buyers of real estate, but they must be reached and told of the bargains, opportunities and advantages. "It pays real estate men to advertise in newspapers," was the keynote of an address by Hugh Chalmers before the recent convention of the National Association of Real Estate Exchanges at Pittsburg, Pa. His theme was, "Advertising and Salesmanship." He compared newspaper advertising to the conducting of "public schools for all the people" while ordinary private "salesmanship is conducting a private school," and he might have added waiting for the pupils to hunt up the school and to come of their own accord or on their own motion. "One reaches the masses while the other method only reaches a few people."

The Knoxville, Tenn., Sentinel had a special report of this address, showing how important to business this enterprising paper considered this talk on real estate advertising. Mr Chalmers, who is the president of the Chalmers Motor Co., is reported as having declared, among other things, "That during his career he never heard any good reasons advanced why business people should not advertise—only excuses were given. The only excuses he ever heard against advertising was that a man's business might be too small to advertise, or that it was so large that it was not necessary to advertise. But these could not be used as an argument against the benefits of advertising.

"He said some people read advertisements

unconsciously, and to make his argument more effective and to bear him out he gave some of the most prominent terms used in advertising products in recent years."

He complimented the dealers, who really appreciate and properly use newspaper advertising, upon the improvements in their methods of advertising in newspapers, which indicates at the same time a proper understanding and appreciation of the business, commendable enterprise and a wise, aggressive use of the very best means for promotion of sales.

If real estate men neglect the education of the public through the newspapers as to offerings and opportunities, what can be said as to newspaper editors or publishers who neglect to educate, through their own columns, real estate dealers, bankers, business men, farmers and all others, as to newspaper advertising and how to use and make the same most valuable, promotive and remunerative.

* * *

Advertising of Electric and Telephone Companies

People in charge of the producing and furnishing of electric light and power are generally expert, progressive, well-informed and up-to-date promoters of business. At their recent annual convention in Philadelphia, they had a special investigating committee on advertising that made a report which showed how great development—in which publicity had greatly helped—had been secured until three billion dollars of capital are invested therein, indicated that newspaper advertising is absolutely essential to prosperity and development.

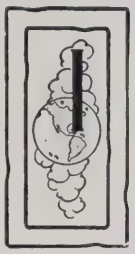
Electric light and telephone companies should be among the most liberal advertisers in every city or town, and if they are not constantly represented in the home papers, the managers are behind the times, ignorant, or so dull as not to be alive to the best interests of the companies that they manage, and that they need education by the local press as to the ways and value of modern advertising.

They need light and telephoning from the local press.

The increase of business along these lines through newspaper advertising has often been remarkable and beyond the expectation of the promoters. In Chicago where electric lights and telephones have become a necessity, constant advertising is kept up in the dailies and in the local papers in the different sections of the city.

It pays, but the companies in many of the smaller cities are neglecting their opportunities.

Work for Public Health



IT is the effort to make each number of the National Printer-Journalist practically useful as well as instructive to newspaper makers and printers. Every issue is a school of journalism and printing with inspiring and instructive examples from the most progressive members of these all-important callings. This month the effort has been, especially, to help along the lines of advertising, giving reasons for publicity that can be successfully urged upon different classes of business and professional men, and also to point the ways for useful service in lines of human welfare and community interests. It is the time of the year to plan advertising campaigns, and, in all ways, to make the newspaper useful and thereby win just appreciation and deserved patronage. The successful paper, while giving all the news, lets nothing slip that will aid the readers and advertising patrons and help along the well-being of the community served. In the reviews of three books this month, as well as in several other special editorial articles, it will be found that a score or more different matters helpful to real, live editors and publishers have been covered, but there is another, that of health, that should always be the concern of this great modern agency to helpfulness that reaches every home.

"Everything that a man hath will be given for his life," yet precious lives, by scores, hundreds and thousands are being sacrificed every year that might be saved through proper and constant efforts of the newspapers. "An ounce of prevention is better than a pound of cure"; the press has much more than the ounce of prevention at command all the time.

Every individual and every community is ten times more liable to loss by disease and death than by fire, or by crimes, yet our people, our cities, counties and states spend twenty times as much for protection against loss by fires or by crimes than against loss by disease and death. Diseases lurk everywhere—fires and crimes are the exceptions.

From five to sixteen cents a person will be expended a year for sanitation, in a niggardly manner, while from one to two dollars a year for each person, for police and fire protection, will be expended cheerfully as a necessity, and even then comparatively little protection will be secured at that.

The newspaper press can change all this, prevent a world of money loss, suffering, death and

sorrow, by intelligent, persevering campaigns for sanitation. Many of our great metropolitan dailies are accomplishing a wonderful amount of good through advocating sanitation all of the time, and the maintaining of ably-conducted health and "keep well" departments in their pages.

Every newspaper should be in close and helpful touch with health officers, and should be the strongest arm of the health department.

This is not the first time that the National Printer-Journalist has called attention to the importance to the newspaper of helpful work for health, but an article in the "Keep Well Department" of the Chicago Daily Tribune of August 19th awakened this line of thought. Whatever else may be abridged by the news of the greatest war of all the ages, there is no abridgement of this department edited by Dr. W. A. Evans, formerly Chicago's efficient health officer. The article is entitled, "The Example of Topeka"—a Kansas city that, together with other cities of that progressive state, is noted for the helpfulness of the home press. As most fruitful in suggestiveness to newspapers, that want to enter this widening field of usefulness, we quote the following, especially as defining the new study of the welfare of the people, known as demography, and the plan by which Topeka has laid the foundation for improvement:

EXAMPLE OF TOPEKA

Soon after the last meeting of the Congress of Hygiene and Demography I was asked to tell a Democratic woman's club of what I saw at the convention. After the lecture was over a lady wanted to know what demography meant. I told them it meant the study of the welfare of the people themselves, as distinguished from the study of the possessions of the people, their business or their government; that the word had the same root as that of the Democratic party—demos, the people.

The last to develope of all the functions of government is the department for the promotion of the welfare of the people. When there is not enough money for all departments, the war department, the cow or horse department, the fire and police departments get what they need; the human beings department goes without.

Topeka, Kansas, spends 16 cents a person a year for health. It is on a plane with most cities of its size in the country. That in which Topeka differs from other places is that it has laid the foundation for improvement. This was done by forming a Topeka improvement survey committee.

This committee asked the co-operation of the Russell Sage foundation. The foundation sent Franz Schneider, sanitarian. The survey committee secured for Mr. Schneider the co-operation of the state and city boards of health, the state university, the agricultural colleges, and various other agencies, local and state.

Mr. Schneider came, met his associates and with them planned the survey. The survey having been made, the colleagues adopted recommendations to be embodied in the report. The report, well written and well illustrated, is before us. It is divided into parts as follows:

Life, death and disease in Topeka.

Sanitary conditions.

The city health department.

Summary and conclusions and tables carried as appendices.

As I read through this report the idea that I get is that Topeka is about like other places of its size. It spent 16 cents per person per year on health through its health department—about the average. It has about the average sickness and death rates, the average amount of foods that are "filthy, putrid and decomposed," about the average amount of manure in its milk, about the average percentage of bad housing. Its love for the people, its care of the people, its democracy, its demography assay about the average amount of bunk.

Where Topeka is superior to the average is that is is honest with itself. It has taken stock, has discovered conditions; has put them in a book. It has laid the foundation on which to go ahead.

Mr. Reader, is there any reason why your town should not follow Topeka's lead?

We add: Mr. Editor, is there any reason why you should not follow the example of the Topeka and of the Kansas press and lead the people, the officials, the health officers of your towns to lay the foundations, and go ahead with all the necessary plans, expenditures and work to secure and maintain proper sanitation and save the ignorant from sickness, suffering and death, and the community from irreparable loss that is almost beyond computation in money, to say nothing of sorrow and suffering?

We sympathize with the great distress, the injuries, wounds, deaths and destruction of property caused by the great European war, which all might have been prevented, but out of the ninety million population of the United States a million die each year and hundreds of thousands suffer and are disabled through preventable causes.

* * *

Cash in Advance

The North Carolina Press Association convention this year proved very successful and enjoyable. Past-President H. B. Varner gave a talk on advance payment of subscriptions and a resolution was adopted urging every newspaper in the state to go on the cash-in-advance system January 1, 1915.

Mr. Varner conducts his paper on the cash basis, and the paper has the largest circulation of any local political weekly in the United States. He has made a great success of voting contests in the securing of a large, paid-in-advance circulation, and now has one of these contests on. We have heretofore given his plan at some length. That he makes money by his method,

is in a measure further proved by the fact that he is building a fine new office building, into which he expects to move on the first of October.

* * *

The I. T. U. Course of Instruction in Printing

After advocating, for forty years and more, industrial education and manual training, all information and every new evidence of worthy advance therein bring to us a personal pleasure.

W. B. Prescott, Secretary I. T. U. Commission on Supplemental Trade Education, writes this paper, under date of August 14, 1914:

"Under another cover we are sending you a booklet about the International Typographical Union's Course of Instruction in Printing.

"In it will be found sketches of the origin of the Course, of the methods pursued, and expressions from satisfied students whose ages range from the teens to the sixties.

"The I. T. U. Course is a going system of trade education, and its success—more than five thousand enrolled students—invites the attention of all those interested in the subject."

The booklet was duly received and found to contain all that was indicated and more. The booklet, mechanically and artistically, worthily represents a modern school of printing. It contains the reasons for and the history of the founding of the school, and sets forth the plans adopted and successfully carried out. It has been in operation since March, 1908. The correspondence course inaugurated has proved entirely satisfactory.

Under the heading, "Methods Employed," very clear explanations and illustrations are given, with introductory remarks showing the superiority of the school to shop instruction, in part as follows:

"When a student sends in a lesson it is examined carefully by a printer-instructor, who marks the defects with clarity and correctness. This is done under conditions far superior to those which usually surround foremen and proofreaders when they do the same thing. The instructor is not worried by pressure of other business. He is not angered by the seeming stupidity of a student. Correcting and teaching are mere incidents in the workday of foremen and proofreaders, and are really an invasion of their time. It is the business of the instructor to be patient, to analyze the fundamental faults of the student. He is not, like the foreman, tormented with visions of the rising cost of the job as he is whipping it into shape. Nor is the instructor, like the proofreader, worried about work piling on the desk, some of it demanding immediate attention, even as he labors with the boy's job.

"Unlike the much-maligned, though useful, dignitaries, the instructor is employed to tell the inquirer after knowledge where his job is faulty, how it can be improved, and why the suggestions will effect the desired improvement. Getting down to detail, the student's lesson—a job—is before the instructor. He marks the defects, pencils a suggestion, if needed, and then dictates his comments, endeavoring to make the remedies clear to the eye and mind, and as simple of execution as possible. In these criticisms, suggestions and reasons are found the great values of the Course. The letters are not written in an offensive vein, there is no note of superiority or of condescension. There is an earnest effort to encourage and stimulate the student. This is not easily accomplished—perhaps it is impossible in some cases—but the expressions of students show that we have succeeded in many."

The comments given on the reproduced specimens of work are very clear, informing as to errors made and as to proper methods, and fully show the value and completeness of the instruction given in this direct manner.

In the complete course forty-six lessons are given in all: Nine lessons on rudimentary English and elemental typography; nine on Punctuation, Capitalization, Proofreaders' Marks, Type Faces and their use, spacing, decoration and display; nine on Free-hand Lettering; five on Principles of Design; five on Principles of Color Harmony; 12 on Every-day Job Printing; one on Paper-making of various kinds; four on Imposition.

In Every-day Job Printing are included Composition of letterheads, billheads, business cards; envelope-corner cards, tickets, menus, programs, cover-pages, title-pages; advertisements, hand-lettered advertisements, layout of books and booklets. The complete course costs $31 cash or $33 in installments. Thirty-seven lessons are sold for $23 cash or $25 on the installment plan. Five dollars will be returned to those satisfactorily finishing a thirty-seven lesson course.

Full particulars can be obtained by writing to The I. T. U. Commission, 624-632 Sherman Street, Chicago.

* * *

WHAT DO YOU THINK OF THIS AD AND THE PRICES?

Graphic Arts Association of Chicago

July 27, 1914.

National Printer-Journalist, 4620 Ravenswood Avenue, Chicago, Ill.

Gentlemen:—Herewith I submit for your consideration, a copy of a mailing card, which has just reached me, and which is, without a doubt, a sample of the most pernicious advertising possible to devise. I believe it would help if you would comment on this ad and send a marked copy of the issue to the firm.

Yours for improvement,

W. LEYDEN,
General Secretary.

"CUT DOWN YOUR PRINTING EXPENSE"

You are well aware of the fact that your printing expense is a dead loss to your business, that is you derive no profit from it; in other words it is money thrown away. Printing is needed in every business and it is to your benefit to get the best prices possible for good work and stock. We are in the location where rent is reasonable and have the machinery for turning out the work quickly, so we are offering you prices which we think cannot be duplicated for first-class work. We guarantee all work done in our office to be clean, neat, accurate and deliveries made promptly. When in need of printing drop us a card or phone and our solicitor will call with samples and give you estimates on anything you need printed.

Printed in One Color.

	1 M.	2 M.	5 M.	10 M.
18 lb. Letterhead	$2.50	$4.00	$8.25	$14.00
Envelopes, Flat	2.10	3.00	6.00	10.00
Envelopes, Bond	2.60	4.00	8.50	15.00
Business Cards	2.25	3.25	6.75	11.00
Statements or Billheads, regular size	2.00	3.00	5.25	8.75

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

RAVENSWOOD STATION, CHICAGO, ILLINOIS

Entered at the Chicago Postoffice as Second-class Matter

BENJAMIN B. HERBERT - - Editor and Publisher
BENJAMIN S. HERBERT - - - - - - Associate

Official Paper of the National Editorial Association
Member Ben Franklin Club of America, Chicago Trade Press Association, Illinois Press Association, Order of Pica, New York State Press Association.
Published Monthly.

SUBSCRIPTION RATES—In the United States, Cuba and Mexico, $2.00 per year. Canada, $2.50 per year. Foreign subscriptions, $2.85 per year.

ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION

CHICAGO, SEPTEMBER, 1914

The New Orleans Ad Club is rejoicing over the enactment of a new law to compel clean, honest, believable advertising, and gives great credit to the Daily Item for aid in bringing this to pass. Were advertisers all wise to their best and most permanent interests such a law would be largely unnecessary. However, there are are those who look only to present, quick, dishonest gains and others who are inclined to exaggerate and deceive for gain who never learn without a schoolmaster with a club. The law with its penalties is often the needed schoolmaster.

* * *

A shortage of print paper is prophesied as one of the likely results from the ugly family quarrel among European nations. It is stated that a large per cent of the chemicals for wood pulp used in this country comes from Germany, Norway and Sweden and all shipments have been stopped or seriously interfered with by the war. It is hardly to be supposed that the chemists and manufacturers of this nation will not speedily find some way to meet the deficiency. As we understand, large quantities of rags for higher grades of book and linen papers are also imported and the difficulty may not stop alone with print stock.

* * *

Cincinnati is pretty well known and for many years bore the pleasing and proud title of the "Queen City of the West." However, the enterprising citizens, realizing that past fame wins no victories, have undertaken the raising of a million dollars to advertise the existing and growing opportunities, business and manufactures. No grists are ground by the waters that have passed through the turbines and gone on to mingle with waters below.

Here is a good object lesson for those wise business men who tell their newspaper friends that everybody knows them and that they do not need to advertise. Such merchants seem unaware that not only do men forget, but that new generations of buyers are constantly crowding forward and that new goods are being introduced and exploited by new and progressive competitors. The Cincinnati plan is to raise and expend $200,000 each year for five years.

* * *

Canadian newspapers are now having their troubles over a proposed advance in postal rates—that have heretofore been very liberal with no deficit in the postal department. It appears that a recent postoffice act has empowered the postal department "to collect up to one cent a copy for delivery of newspapers by letter carriers, such sum to be paid by the subscribers, and the postoffice department has announced that the newspaper postage rate of one quarter cent per pound would have to be changed to one quarter cent per copy." There is sound reason for fixing a rate by the copy instead of by the pound. It costs much more to deliver eight papers with the aggregate weight of a pound, than to deliver one paper that weighs a pound, but it would be hard on the publishers of small papers to raise postage from one quarter of a cent to two cents a pound. It probably would drive many publications out of existence unless arrangements could be made through co-operation, for delivery otherwise than through the mails.

The Montreal News states that "The further censoring of advertising copy, in order to prevent, as far as possible, the possibility of deceptive statements in advertising, is another important matter that will come up." It is pretty thoroughly established that honest advertising is the only kind that should be admitted to a newspaper, and is the only profitable kind, but we doubt the wisdom of having government censorship of advertisements. Publishers should do the censoring and should be held to make good for any injury through dishonest advertisements.

* * *

Speaking of the work of the press for the schools, for public health and the welfare of the people, a case in point appears in the Louisville, Ky., Times of July 16th. The Times calls attention to the fact that a recent report shows in a

county named after the great Thomas Jefferson, in that State, nearly one-third of the children of the school age are not attending school and what still more deserves the attention of an enlightened public press, that should awaken and lead healthy public opinion into plans for immediate betterment, is the condition of the schools and the prevalence of eye diseases among the school children.

It is stated that "of one hundred and six county schools, comparatively new, several being less than a year old, in only two or three schools was there any attention paid to proper lighting or heating or correct seating of the pupils," and so on. As a result of these wrong conditions the investigation revealed eight hundred and five cases of trachoma and three hundred and twenty-eight suspicious cases of other eye diseases among the children.

It is hardly to be wondered that nearly one-third of the children are out of the schools under such conditions. The Times in its comments performs, to some extent, its duty in the following:

"Every case of trachoma does not lead to blindness, but every case of trachoma is a potential cause of blindness. Trachoma is readily communicable. One child with trachoma can affect an entire school. It is already prevalent in the rural schools of Jefferson County. So far all the conditions are favorable to its increase. And Jefferson County is the richest county in the State!

The figures here cited are the result of first-hand observation by trained observers. What does Jefferson County purpose to do with them? It is a question that the County Board of Health, the school authorities and the commercial organizations cannot afford to leave unanswered, assuming that the value we profess to set on the child as our best asset is actual and not verbal."

Just at this time of the year, while the schools are opening for the new year, the newspapers in every village or city, large or small, will find opportunity for patriotic service in looking to the conditions of the public schools, that are supported by all the people to whose honest service every worthy newspaper is pledged. The schools always furnish good, interesting news stories of the broadest possible interest.

* * *

The present European war is making very impressive revelations as to how closely the whole world is joined in mutual interests, and dependence.

Many industries in this country are already crippled by the inability to obtain chemicals, coloring matter, certain grades of steel, and so on, from Germany. The typefounders, stereotypers and electrotypers, paper-makers, builders of engines, the manufacturers of cotton goods, picture-makers, and scores of other trades are being hindered or put to largely increased expense. Schools are even being affected. Pittsburg furnishes lead pencils for her public schools and the Board of Education had placed an order, some time ago, with A. W. Faber & Co., of Germany, for pencils and the order cannot now be filled on account of the war. It would be interesting to go over a list of imported goods, chemicals and manufactures, and natural products, just to see how large a number of articles there are, essential in different lines of manufacture, that have been exported from the countries now at war.

America, with her islands, is wonderfully rich in all natural resources and undoubtedly, if the war continues, beyond a few months, chemists and experts in other lines, will be found to produce all that America may need. There will be a large temporary loss and many inconveniences will be experienced, but, doubtless, in the end the wealth of this country will be increased and all the people and all our industries will be freed from the present dependence on these foreign countries for much now required.

War is an expensive prohibitory tariff. We are sufferers in losses caused by the war, but with proper enterprise, may recoup and increase in riches through the ruin that is being worked abroad, but the loss of existing industries or at least of the largest and best markets that have been built up and held for a century, ever growing, will be an accumulating loss to the nations involved.

It will be almost impossible to estimate the accumulating loss from the war movement and of industries that have been built up through generations of craftsmen and improvement of the workers therein.

The wiping out of skilled workers in the battles will greatly cripple many trades in which great pre-eminence has been won.

With the terrible destructive power of the engines of war the immediate calamities are terrible to contemplate, but the woes to follow will extend through generations yet unborn.

* * *

Some years ago we published a series of articles on office arrangement. Indeed, away back in 1889 we had a very comprehensive article of great practical value—not surpassed since by efficient office-arrangement experts—by James R. Bettis, who then had charge of the business and mechanical departments of the job printing and newspaper office of the Little Rock, Ark., Democrat. This article was illustrated with

floor plans, etc., etc. It would pay subscribers to look up this article and make it a special study. However, a new generation of employing printers have largely taken the place of those of twenty-five years ago, and we are inclined to republish this splendid article, written by one who had wide experience and had studied hundreds of different offices and planned to make his office an ideal one in every way.

There have been many changes since then, and many new time- and money-saving devices have been gotten out by the manufacturers of printing office furniture and fixtures, many having been originated in the offices of progressive printers who use their brains in their work and are ever alert for improvements.

It is wonderful how much can be saved even in a small office.

O. A. Burner of the Normalite, of Normal, Ill.,—concerning whose ingenious utilizing of a discarded Washington hand-press, we had a short notice last month—is saving over $200 a year, that he had formerly lost, through a new arrangement and new devices. His is a comparatively small office, rated at some $3,000, and his saving is equal to more than six per cent on the investment. A much greater per cent of saving can be made in very many offices, both small and large to say nothing of the expediting of work and the greater convenience, the doing away with many worries and securing satisfaction and pleasure. Mr. Burner is loyal to the calling, wishes to see others benefit and to receive reciprocal benefits from others. He writes under date of August 9th:

"If you think you would care to devote a page an issue as a department on Country Office Efficiency, I will agree to furnish the copy for it for one or two issues. No doubt others could be induced to tell of their work.

"I'm not so sure that I can fill the bill so well as some others,and,selfishly as it may seem, it's what the other fellow has done that I would like to hear about. I have done all I know how to do.

"I have in my office about fifteen pieces of special furniture that are especially adapted to country offices, such as sort cabinets, leader-box racks, dumps, press cabinets, make-up banks, Linotype work bench and cabinet.

"I have just had covers made for all my machines and have designed a cover for rule cases, type cases and the working banks.

"I am really proud of my work-room and that you may have an idea of it, I am going to tell you a few facts. The walls are salmon, ceiling yellow tint. The floor is covered with stone color linoleum. The cabinets are finished in mission (greenish tint) case racks and cases to match. Covers for machines of dark brown.

"I have recently visited ten country offices. They are all as bad as mine was two years ago. Their proprietors all asked me how I could go on a month's vacation. I didn't tell them, because I was a visitor and did not care to be impudent, but if they would get their work-rooms into shape they would save at least $100 a year.

"I believe shop arrangement would have better effect if only one or two items were mentioned in one issue."

Of course we have written Mr. Burner to send on his matter. We know that what he will have to present with regard to his office will not be any less valuable to large than to small offices. The fact is that the owners and managers of many large offices do not take time to think or plan—they depend too much on largeness and rushing work through, regardless of the little things, of the little leaks or, to use a striking Scriptural phrase applicable in principle now, no less than in more primitive times—"the little foxes that spoil the vines"—eat up the profits. Many large printing offices are constantly on the ragged edge, in financial straits, just for the lack of economic arrangement and appliances, and are unable to withstand any let up in business, and many, by reason of such lack or deficiencies, are unable to meet competition. Cost systems will not save them because their costs are too high to meet competition until, at least, their cost systems have put them wise and resulted in reforms.

* * *

"SUBSCRIBERS GETTING MORE THAN THEY PAY FOR."

Reynolds, Ill., August 7, 1914.

Mr. B. B. Herbert, Chicago.

Dear Mr. Herbert:—It is a pleasure, indeed, to inclose a draft to you of two dollars for another year of your most excellent publication.

You have made it a wonderful success and I am ready to admit that your subscribers are getting more than they pay for.

To think up suggestions as to how you can improve the Printer-Journalist is too great a task for this warm weather. I only hope that you may keep up the fight against the government's monopoly on printed envelopes.

Thanking you for your great journal and trusting that you may be spared for many more years of labor on it, I am, with kindest regards,

Fraternally yours,

G. V. PETTIT.

REVIEW OF JOB PRINTING

Address All Communications to E. S. HANSON, 538 S. Dearborn Street, Chicago

BLESSED is he who is on the mailing list of the various firms which are distributing good printing. It is indeed a privilege, and is a part of the education of a printer. By constantly keeping before one those things which are beautiful, the idea of beauty becomes ingrained in the soul and is a part of the very life of the individual. We become like the things which we admire, and which we continually contemplate.

Speaking personally, the writer of this department has attained the editorial desk, not by reason of any particular ability in that direction—goodness knows!—but just because we got the notion when a boy that we ought to be an editor, and kept the idea constantly in mind.

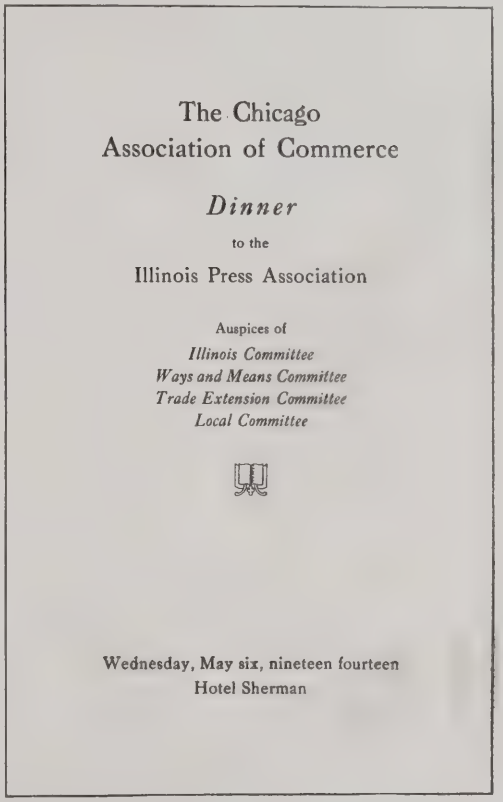
There is more in the contemplation of good printing than simply the accumulation of designs which can be adapted to one's needs. This study means the gradual development of artistic standards, which will work out into the jobs we turn out for our customers. It is like the contemplation of purity and goodness, and all the better things of life, which work out into right living and nobility of soul. The art student goes over to the European galleries, not to copy the details of technique of the Old Masters, but to live in their atmosphere, to get through their eyes a deeper insight into the mysteries of living, to learn what is really worth while putting onto canvas.

A college professor once was conducting a class in literary criticism, when one of the students asked him if the work was not likely to make them more critical and apt to look for faults in literary construction.

"That is just what this work is for," said the professor; "it is to enable you to separate that which is real literature from that which is only a pretense, or at best a feeble effort. And at last you will be able to point to one or two little shelves and say, 'There is my library'."

✧ ✧

This is something which has been floating around the office for some time and should have been commented on much sooner than this. It is a delightful piece of work from a typographic standpoint and would pass anywhere if one did not stop to consider the wording too closely. Then one begins to wonder why the organization which was host thought


The Chicago
Association of Commerce

Dinner

to the

Illinois Press Association

Auspices of

Illinois Committee
Ways and Means Committee
Trade Extension Committee
Local Committee

Wednesday, May six, nineteen fourteen
Hotel Sherman

it necessary to make its own name so much more prominent than the organization which was its guest on the occasion for which the work was printed. The canons of art may be said to be adhered to, however; and if one prefers to consider the form only, and not the substance, the job is without fault.

✧ ✧

There seems to be something wrong with the rollers, or the ink, or something about the presses, down at the Monitor Press in Huntsville, Texas. Otherwise everything is fine. The composition is well done, but the presswork is not as even and clear-cut as it should be. Are the rollers oiled at night and cleaned up in first-class shape every morning? Inattention to this

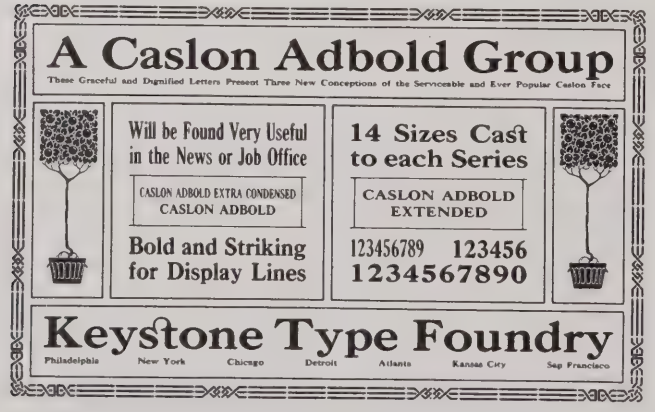
one detail has helped to spoil a large amount of otherwise perfectly good printing.

✕ ✕ ✕

I consider it a privilege to have coming to my desk each month the high-class matter which is sent in from various sources—such, for instance, as the letterheads shown herewith, which came from the American Writing Company, Holyoke, Mass. They are printed on six different brands of paper, each lot fastened neatly together and accompanied by a color sheet of the various colors in which the paper is furnished, the whole enclosed in a serviceable portfolio.

✧ ✧

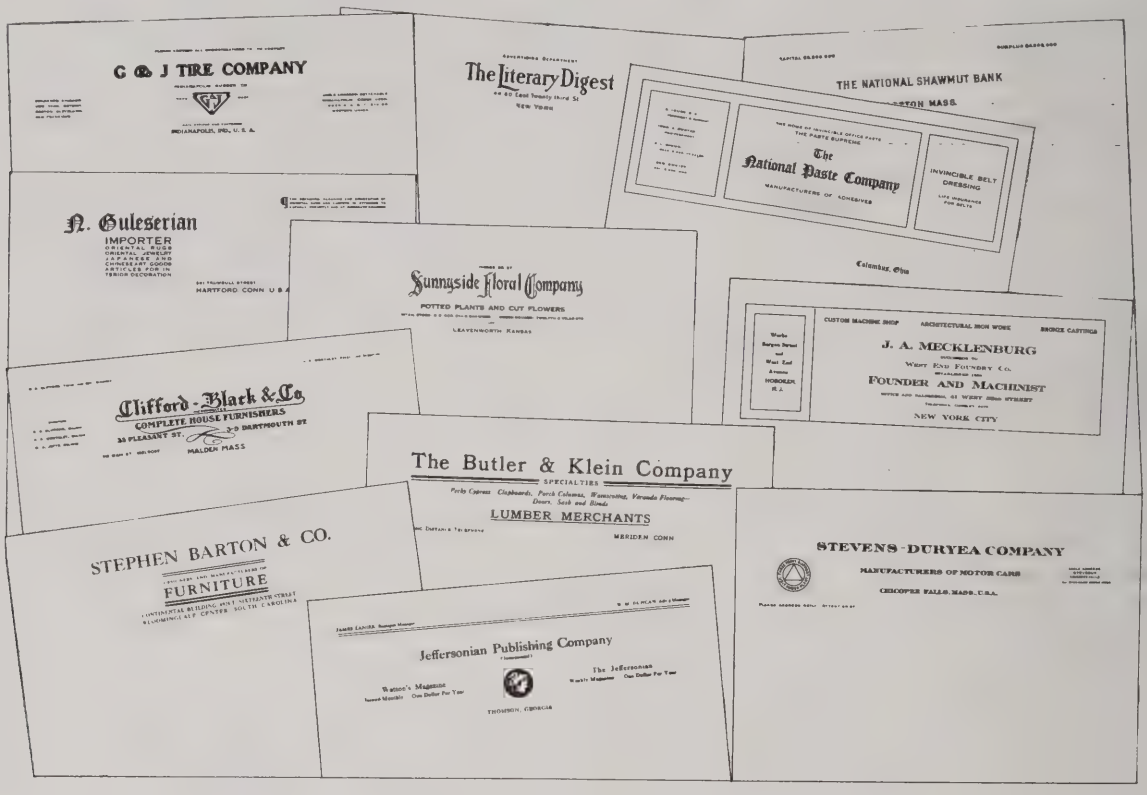
Then there is a new specimen book from the Keystone Type Foundry showing the Caslon


A Caslon Adbold Group
These Graceful and Dignified Letters Present Three New Conceptions of the Serviceable and Ever Popular Caslon Face
Will be Found Very Useful in the News or Job Office
CASLON ADBOLD EXTRA CONDENSED
CASLON ADBOLD
Bold and Striking for Display Lines
14 Sizes Cast to each Series
CASLON ADBOLD EXTENDED
123456789 123456
1234567890
Keystone Type Foundry
Philadelphia New York Chicago Detroit Atlanta Kansas City San Francisco

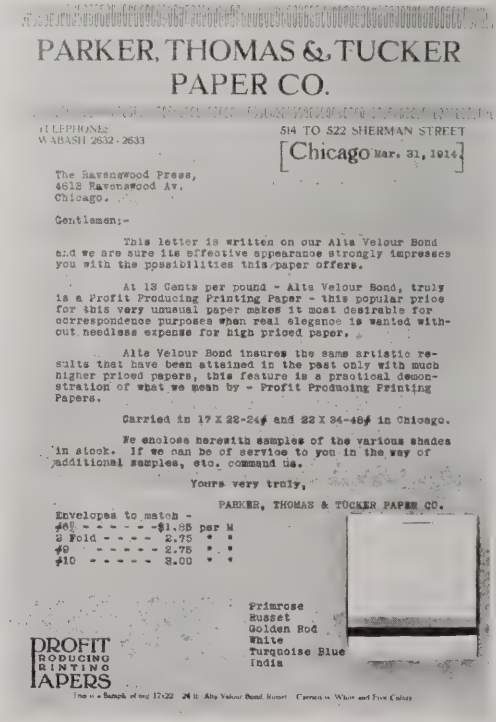
Adbold group—an extremely useful letter and most attractively displayed in this showing. The double page I have selected for reproduction is not the best piece of composition in the book, but I have chosen it as showing more of the different faces of this group than any other page.

✧ ✧

Here is still another one which the winds of trade have happily brought me—a delightful

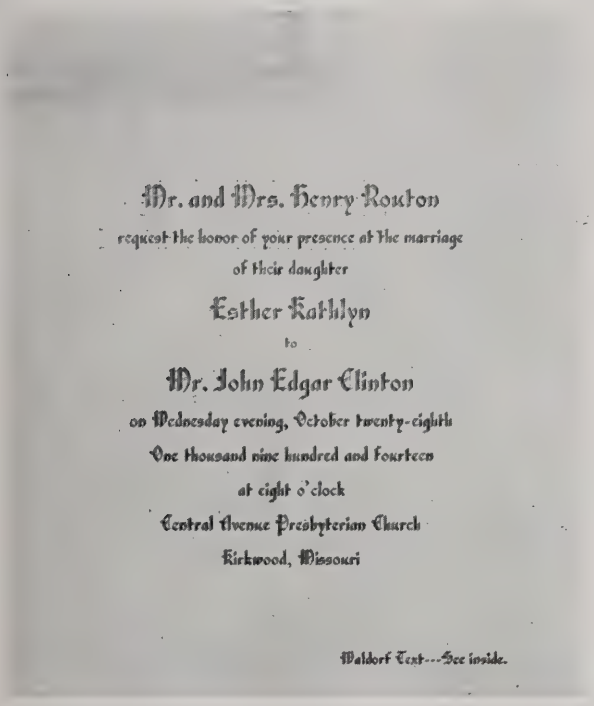


letter on russet tinted parchment finish bond, printed in two shades of brown. Note how the


PARKER, THOMAS & TUCKER PAPER CO.
TELEPHONES WABASH 2632-2633
514 TO 522 SHERMAN STREET
Chicago Mar. 31, 1914.
The Ravenswood Press,
4618 Ravenswood Av.
Chicago.
Gentlemen:-
This letter is written on our Alta Velour Bond and we are sure its effective appearance strongly impresses you with the possibilities this paper offers.
At 13 Cents per pound - Alta Velour Bond, truly is a Profit Producing Paper - this popular price for this very unusual paper makes it most desirable for correspondence purposes when real elegance is wanted without needless expense for high priced paper.
Alta Velour Bond insures the same artistic results that have been attained in the past only with much higher priced papers, this feature is a practical demonstration of what we mean by - Profit Producing Printing Papers.
Carried in 17 X 22-24# and 22 X 34-48# in Chicago.
We enclose herewith samples of the various shades in stock. If we can be of service to you in the way of additional samples, etc. command us.
Yours very truly,
PARKER, THOMAS & TUCKER PAPER CO.
Envelopes to match -
#6¾ - - - - - -$1.85 per M
2 Fold - - - - - 2.75 " "
#9 - - - - - - 2.75 " "
#10 - - - - - 3.00 " "
Primrose
Russet
Golden Rod
White
Turquoise Blue
India
PROFIT PRODUCING PRINTING PAPERS

bands at the top and the alliterative catch phrase in the corner lend it a "different" tone.

I am indebted to Barnhart Brothers & Spindler for a handsome sample of Waldorf Text—the letter which was adopted by the engravers of the United States for their national convention in Indianapolis as the prettiest thing offered this year. I am well satisfied that they showed



Mr. and Mrs. Henry Routon
request the honor of your presence at the marriage
of their daughter
Esther Kathlyn
to
Mr. John Edgar Clinton
on Wednesday evening, October twenty-eighth
One thousand nine hundred and fourteen
at eight o'clock
Central Avenue Presbyterian Church
Kirkwood, Missouri

Waldorf Text---See inside.

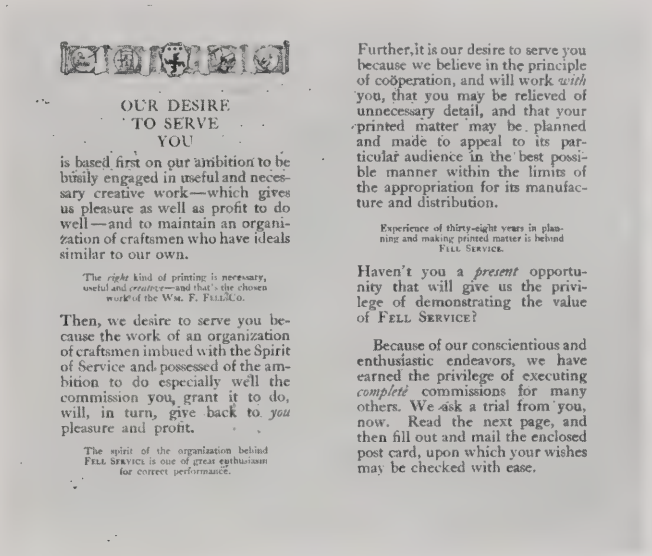
the best of judgment in this decision, for it is a letter which ought to please anyone. It has the beauty of hand lettering combined with the economy and serviceableness of movable type; it has the attractiveness of a shaded letter, but with many of the drawbacks of shading eliminated.

✧ ✧

A very appropriate side partner to the attractive Lithotint brass rule which has proven so popular is a new one recently cut by the American Typefounders Company and known as Lithodot. As its name implies, it is composed of dots instead of lines, the dots varying in size and spacing in the various numbers, and looking something like the dots made by a halftone or a Ben Dey screen. I wish that more printers would use brass rule, but its high initial cost works somewhat against it. It has long life, however, which is more than can be said of the substitutes which too often take its place. Linotype borders may be all right for newspaper advertising, but they should never be considered as a proper substitute for good old-fashioned brass rule when it comes to the better class of job printing.

✧ ✧

Fell service, as practiced by the Wm. F. Fell Company of Philadelphia, means something more than printing, even though that is indeed the best of its kind. The last bunch of work from that printery includes some on which the copy was furnished by this company as well as the printing. Some of it won out, too, I am told, against advertising agency copy. I am showing two pages of a four-page folder in which something is told of the Fell way of doing things. It is worth showing as a piece of



OUR DESIRE
TO SERVE
YOU

is based first on our ambition to be busily engaged in useful and necessary creative work—which gives us pleasure as well as profit to do well—and to maintain an organization of craftsmen who have ideals similar to our own.

The *right* kind of printing is necessary, useful and *creative*—and that's the chosen work of the Wm. F. Fell Co.

Then, we desire to serve you because the work of an organization of craftsmen imbued with the Spirit of Service and possessed of the ambition to do especially well the commission you grant it to do, will, in turn, give back to *you* pleasure and profit.

The spirit of the organization behind Fell Service is one of great enthusiasm for correct performance.

Further, it is our desire to serve you because we believe in the principle of coöperation, and will work *with* you, that you may be relieved of unnecessary detail, and that your printed matter may be planned and made to appeal to its particular audience in the best possible manner within the limits of the appropriation for its manufacture and distribution.

Experience of thirty-eight years in planning and making printed matter is behind Fell Service.

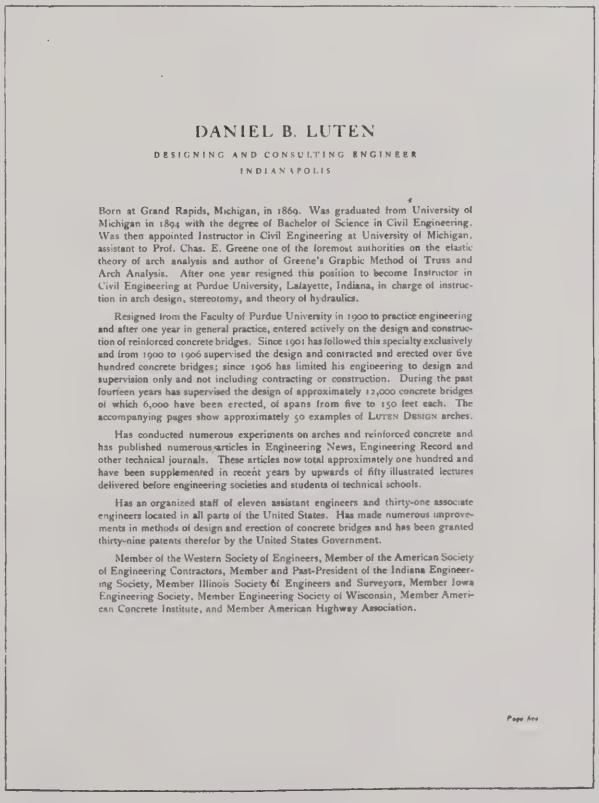
Haven't you a *present* opportunity that will give us the privilege of demonstrating the value of Fell Service?

Because of our conscientious and enthusiastic endeavors, we have earned the privilege of executing *completé* commissions for many others. We ask a trial from you, now. Read the next page, and then fill out and mail the enclosed post card, upon which your wishes may be checked with ease.

printing; but I am also making it large enough so that I hope the full text of the story can be read, for it is worth while.

✧ ✧

The Hollenbeck Press of Indianapolis is responsible for one of the best pieces of work on



DANIEL B. LUTEN

DESIGNING AND CONSULTING ENGINEER

INDIANAPOLIS

Born at Grand Rapids, Michigan, in 1869. Was graduated from University of Michigan in 1894 with the degree of Bachelor of Science in Civil Engineering. Was then appointed Instructor in Civil Engineering at University of Michigan, assistant to Prof. Chas. E. Greene one of the foremost authorities on the elastic theory of arch analysis and author of Greene's Graphic Method of Truss and Arch Analysis. After one year resigned this position to become Instructor in Civil Engineering at Purdue University, Lafayette, Indiana, in charge of instruction in arch design, stereotomy, and theory of hydraulics.

Resigned from the Faculty of Purdue University in 1900 to practice engineering and after one year in general practice, entered actively on the design and construction of reinforced concrete bridges. Since 1901 has followed this specialty exclusively and from 1900 to 1906 supervised the design and contracted and erected over five hundred concrete bridges; since 1906 has limited his engineering to design and supervision only and not including contracting or construction. During the past fourteen years has supervised the design of approximately 12,000 concrete bridges of which 6,000 have been erected, of spans from five to 150 feet each. The accompanying pages show approximately 50 examples of Luten Design arches.

Has conducted numerous experiments on arches and reinforced concrete and has published numerous articles in Engineering News, Engineering Record and other technical journals. These articles now total approximately one hundred and have been supplemented in recent years by upwards of fifty illustrated lectures delivered before engineering societies and students of technical schools.

Has an organized staff of eleven assistant engineers and thirty-one associate engineers located in all parts of the United States. Has made numerous improvements in methods of design and erection of concrete bridges and has been granted thirty-nine patents therefor by the United States Government.

Member of the Western Society of Engineers, Member of the American Society of Engineering Contractors, Member and Past-President of the Indiana Engineering Society, Member Illinois Society of Engineers and Surveyors, Member Iowa Engineering Society, Member Engineering Society of Wisconsin, Member American Concrete Institute, and Member American Highway Association.

Page five

my desk this month. It is a bridge catalogue, and devoted almost exclusively to half tones, so

that there is little opportunity for craftsmanship in typography, but such composition as the book contains is well done, in a spirit of quiet and effective restraint, and gives one the impression that there is ability back of the work—ability all along the line. The book is done on heavy white plate stock, and the presswork is admirable. A handsome brown cover, embossed in gold and with a halftone tipped on, completes the job.

✧ ✧

I am always glad to see "Progressive Papers," that wide-awake house organ published by the American Writing Paper Company. The last

PROGRESSIVE PAPERS

This Salesman Gets a Pleasant "How-D'-Do"

EVERYBODY'S glad to see him. He's welcomed "all hands around" in every office where he calls.

His house sends out Letters and Literature ahead of its salesmen—personal Letters with the "punch," and good-will building Literature of character.

As a result—reputation, prestige, and interest in his company and its goods have been established in every nook and corner of the country.

Nothing like Letters and Literature, sent out by an able salesmanager who has complete personal data about every prospect, for creating this cordial atmosphere of interest and friendship ahead of a staff of salesmen.

The men who travel for such a company as this "bring home the bacon."

Turned Down Flat—His House Was to Blame

MORE than a thousand miles away from the home office, and yet his prospect wouldn't even "pass the time of day" with him—was "too busy to talk."

How often, when you get a salesman's report of this character, do you place the blame where it belongs—on the home office?

No salesman gets a turndown like this, when the house has properly covered his territory with the right kind of Letters and Literature.

It's up to the firm every time to do all the necessary elementary work with Direct Advertising, and to properly prepare the way for its salesmen.

Start in now to build good-will ahead of your salesmen with good personal Letters and well-planned Literature.

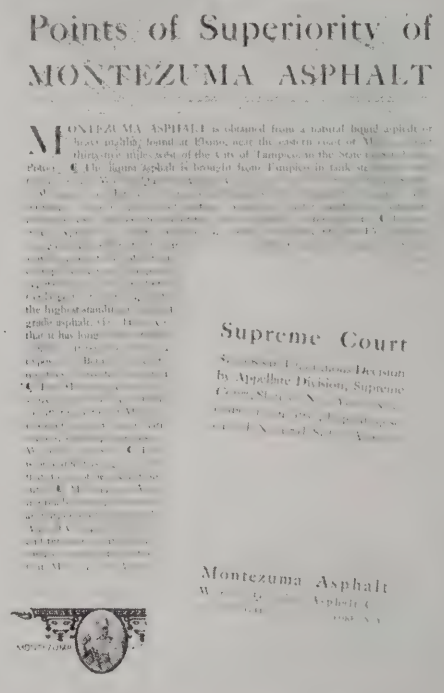
Albion Text is a "character" paper withal, and lends itself to the every dayness of business Booklets and Folders and Envelopes with a degree of real appropriateness and individuality. Its beautiful finish and texture add legibility and attractiveness to type and illustrations.

THIS PAPER IS ALBION TEXT, INDIA, WOVE ANTIQUE

issue is an exposition of effective display from one cover to the other. One page will have to suffice for reproduction, and it will lose much by not being able to show the original color scheme. It is India tint stock printed in black and red—surely not a novel scheme, you will say, and so it is not. But it is the men who can take the simple and every-day things and do unusual stunts with them who are the real artists.

✧ ✧

Two booklets by the National Catalogue Builders, Inc., Syracuse, N. Y., must, I am sorry to say, receive rather severe criticism, although in the matter of presswork, and in general design, they are most commendable. I am showing a page from each of the books, the fault in each being the same—that of uneven spacing and margins. The border in red is rather light for the rest of the matter, especially the smaller one, which has a border of double rule which is scarcely perceptible in the original and will very likely disappear entirely in the reproduction. Why this smaller title page should have been worded just as it is would seem to be something of a mystery; but very likely it was not the fault of the compositor, as he no doubt had to do the best with such as was furnished him. But his best was none too good. He might at least have raised his type up a little higher, making the margin inside the rule border equal or nearly so. Possibly a suggestion to the man who furnished



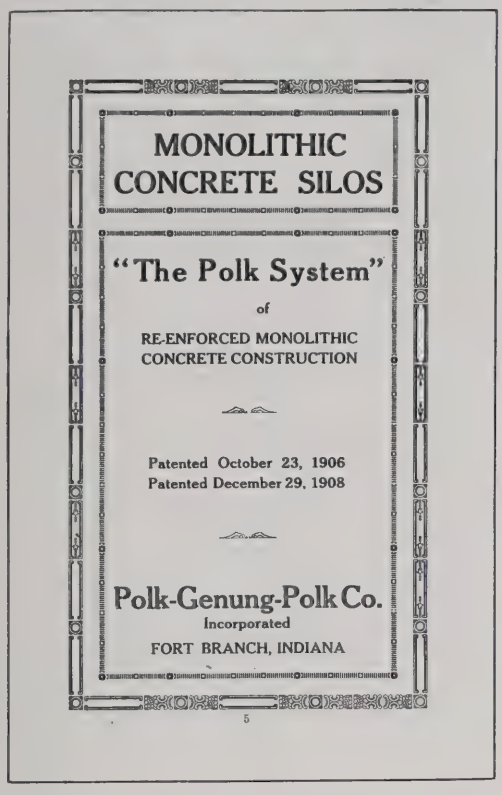
Points of Superiority of
MONTEZUMA ASPHALT

Supreme Court

Montezuma Asphalt

the copy would have succeeded in a revision, so as to give the page more individuality, and a closer relation to the product advertised, than is the case at present. That panel at the bottom is also sadly lacking in balance, as is also the page from the larger book which is shown. The top line on this larger page should have been letter spaced slightly, as the word spacing is somewhat too great. The second line should have had initials M and A of the next larger size, as the line looks unfinished and insufficient as it is. With the heading raised up to avoid the unequal margin at the top, and the body of the page likewise raised to equalize the margin, the body type could either be leaded out a little more, or the bottom line, to which particular attention is called, could have been given added emphasis by being thrown down a little below the rest and set in two lines of italic.

I am unable to find an imprint on a book sent out by the Polk-Genung-Polk Company of Fort Branch, Indiana, to advertise the system of


MONOLITHIC
CONCRETE SILOS

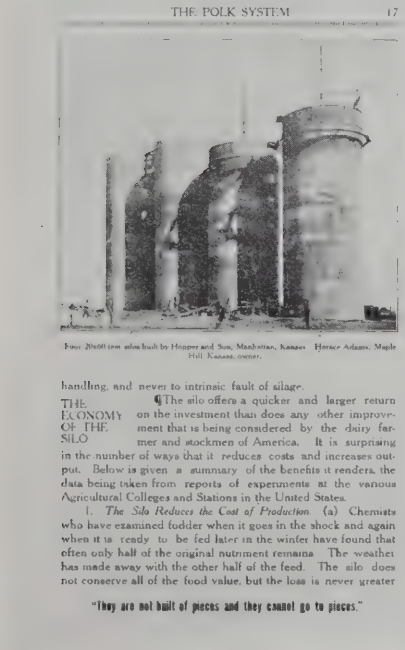
"The Polk System"
of
RE-ENFORCED MONOLITHIC
CONCRETE CONSTRUCTION

Patented October 23, 1906
Patented December 29, 1908

Polk-Genung-Polk Co.
Incorporated
FORT BRANCH, INDIANA

5

concrete silos which this company controls. My first notion was that it is a piece of advertising agency matter, but I can find nothing to verify this guess, and I am frank to say that most


THE POLK SYSTEM 17

Four 20x60 tree silos built by Hopper and Son, Manhattan, Kansas. Horace Adams, Maple Hill, Kansas, owner.

handling, and never to intrinsic fault of silage.

THE ECONOMY OF THE SILO

¶The silo offers a quicker and larger return on the investment than does any other improvement that is being considered by the dairy farmer and stockmen of America. It is surprising in the number of ways that it reduces costs and increases output. Below is given a summary of the benefits it renders, the data being taken from reports of experiments at the various Agricultural Colleges and Stations in the United States.

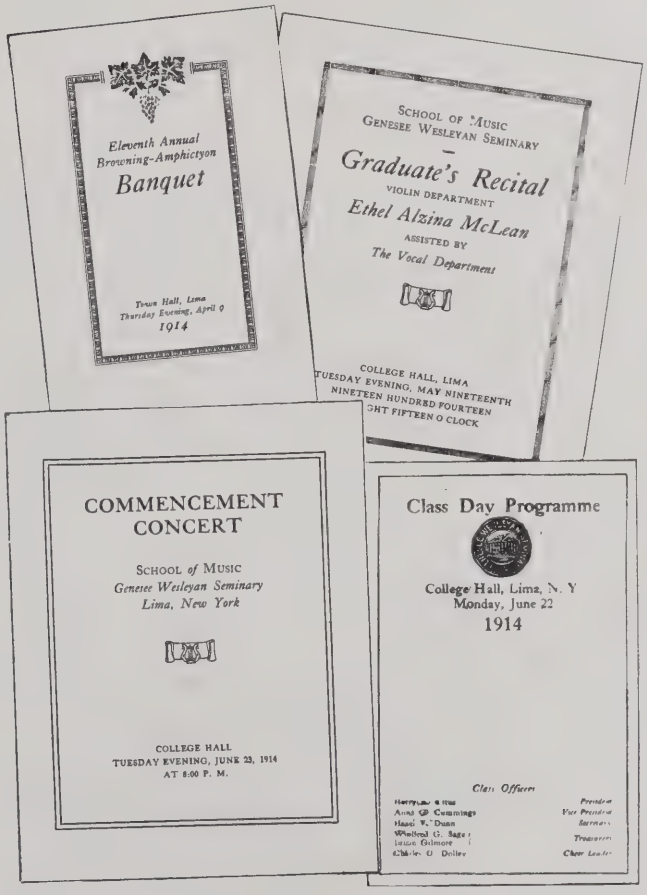
1. *The Silo Reduces the Cost of Production.* (a) Chemists who have examined fodder when it goes in the shock and again when it is ready to be fed later in the winter have found that often only half of the original nutriment remains. The weather has made away with the other half of the feed. The silo does not conserve all of the food value, but the loss is never greater

"They are not built of pieces and they cannot go to pieces."

agency publicity printing is produced with more attention to details. This book in the first place lacks unity. The pages are of varying sizes, for one thing; and then there is an indiscriminate use of all the various faces of Cheltenham from Bold to Shaded, with a most inharmonious line of Condensed Gothic at the foot of most of the pages. The use of borders is perhaps too profuse, also, and not as carefully chosen as might be. The margins, too, are not properly taken care of, and the make-up of the pages is done in a sloppy manner in many cases. Take for instance, the page shown here. It is a waste of good plate paper to use it in printing such a page as this one. Note particularly the line which is carried over from the preceding page—a short line, and followed by the introduction of a new subject with a side head. The page just before it is almost as bad, with two lines carried over from another page, and these two in capital letters for emphasis, except one word of a sentence which is carried over.

✧ ✧

This bunch of commendable commencement work is from E. A. VanGelder, Lima, N. Y. I like it, especially the tasteful design and exquisite color combination of the program for the


Eleventh Annual
Browning-Amphictyon
Banquet

Town Hall, Lima
Thursday Evening, April 9
1914

SCHOOL OF MUSIC
GENESEE WESLEYAN SEMINARY

Graduate's Recital

VIOLIN DEPARTMENT

Ethel Alzina McLean

ASSISTED BY
The Vocal Department

COLLEGE HALL, LIMA
TUESDAY EVENING, MAY NINETEENTH
NINETEEN HUNDRED FOURTEEN
EIGHT FIFTEEN O CLOCK

COMMENCEMENT
CONCERT

SCHOOL of MUSIC
Genesee Wesleyan Seminary
Lima, New York

COLLEGE HALL
TUESDAY EVENING, JUNE 23, 1914
AT 8:00 P. M.

Class Day Programme

College Hall, Lima, N. Y
Monday, June 22
1914

Class Officers

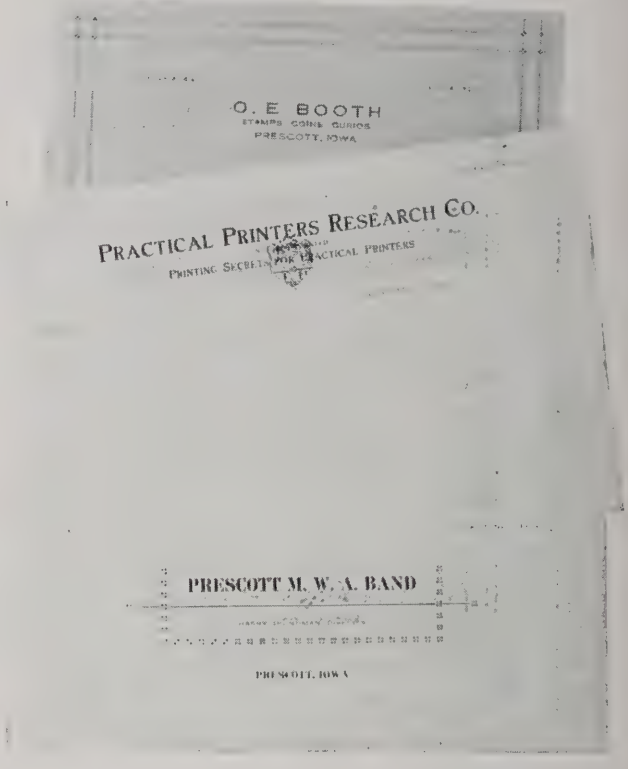
Browning-Amphictyon banquet. The least to be desired is the one for the graduates' recital (and by the way, I have just noticed that the apostrophe is out of place). This page is rather crowded at best, and probably a little better arrangement could have been made of the matter

even at that. For one thing, the top two lines might have been put into one, with a hyphen between the two parts. Then the words "assisted by" are entirely too large, being the same size as "Violin Department" just below. And again the matter at the bottom of the page might have been in upper and lower, rather than all caps, with the dates in figures; this would have materially shortened the apparent amount of matter on the page and would have increased its effectiveness all around.

✧ ✧

The last letter to arrive from Axel Edw. Sahlin (which is dated May 5, and should have been mentioned long ago, but for the intermittant nature of this department recently) states that this good friend of ours was then planning to spend his vacation on the other side of the Ocean, principally in Sweden, with a run over to London to see the Printers' Exposition, and probably over to the Leipzig exposition also. He will get back to his work the first of September, unless the war interferes, with a head full of new ideas in the line of artistic printing. Amid all his preparations for the trip he did not neglect to send a bunch of specimens along with his letter. That he was not neglecting his work in order to get away in a hurry is evidenced by the ones here shown. We congratulate Mr. Sahlin on being able to take such an extended and delightful vacation; and in the meantime we trust the Roycroft Shops will get along as best they may in his absence.

O. E. Booth, Prescott, Iowa, asks criticism on three letterheads which are sent in under date of June 16th. The one for the Practical Printers



Research Company shows an admirable selection of type and is extremely well balanced. The only criticism I can make is that the line "not incorporated' is centered between the two lines above and below, whereas it is really thrown in as explanatory of the line above it and should

be closer to it than to anything else. The band letterhead is of an entirely different order, and one would scarcely guess that they were set by the same typographer. The type for the main line is not well chosen, for it is weak at best and is rendered still weaker by the heavy ornamentation. This latter should either have been much lighter or have been worked in a lighter color. The Booth letterhead in brown ink on India tint stock, is a handsome piece of work and it may almost be said that it leaves nothing to be desired.

✧ ✧

Ernest Edward Adams of Toronto is proud of the fact that he is a graduate of the I. T. U. course in printing. As designer of the program for the annual banquet of the Toronto Typographical Union he has stated this fact in connection with his imprint, which is a really appropriate thing to do. Another piece of work which will attract attention anywhere is a little folder for his own printing establishment, containing on the cover that striking legend, "Good jobs—like eggs—are often spoiled in the setting." Never was a truer statement made; but there are plenty of printers who are seemingly not willing to acknowledge it.

✖ ✖ ✖

About Liability Insurance for Printing Offices

Mr. Editor and Publisher:

The Illinois Press Association took up the question of liability and fire insurance at its last meeting in Chicago, and appointed a committee on investigation. This committee was also given power to report to the governor of Illinois, if it was at all necessary, asking for legislation that would give the newspapers and the people of the state a fair deal.

The committee appointed was Fred Le Roy, of the Independent-Times, Streator, chairman; W. T. Bedford, of the La Salle Tribune, and Terry Simmons, of the Marseilles Plaindealer.

Our investigation started on liability insurance. Under the new state law it is dangerous for an employer of labor not to be protected with liability insurance. We found that when the new law went into effect the rate of insurance for employing printers and publishers was $15.40 per thousand dollar pay roll per year. The writer has a pay roll on the Independent-Times of $10,000 a year, and thus our cost would be $154.49 per year. At that time we decided to carry our own risk in preference to paying so high a rate.

Since we started our investigation of insurance, however, we find that the employing printers, publishers and those in kindred business in Chicago got together and started a mutual insurance company, known as the Ben Franklin Mutual Casualty Insurance Company. This company is reliable, has already over $150,000 of assets and is conducted at cost for the benefit of the trade.

The other day the Independent-Times Company took out liability insurance from them on a basis of a $10,000 pay roll per year, and it cost only $26.40, and it would have been $6.00 cheaper had it not been for a hand elevator in the building, which added that amount to the risk.

The Illinois Press Association gives you this information freely. If you are a member it should alone save you the cost of membership many times over.

We believe at this price no employer can afford to take the individual risk of carrying his own insurance, waiving, as you do now, all common law rights.

Respectfully,

ILLINOIS PRESS ASSOCIATION.

Fred Le Roy,
W. T. Bedford,
Terry Simmons.

✖ ✖ ✖

Freeman's Farmer

Beginning with the July number, the name of Northwest Farm and Home was changed to Freeman's Farmer, the office of publication remaining at North Yakima, Wash. We are informed that the real estate, the building, and the plant are valued at more than one hundred thousand dollars.

This publication is now in its sixty-eighth year. The first twelve years of its existence it was published on Wood River, a tributary of the Platte, in Nebraska, by Joseph E. Johnson, who set up a little army press at the time the first Mormon emigrants went to Salt Lake. The present publisher, Legh R. Freeman, got that press, and set it up in the Fort Kearney military garrison, when nearly all the western two-thirds of America was a howling wilderness, or as the geographers termed it: "Fremont's Great American Desert."

At that time there were 50,000 Indians on the warpath, and the Great Plains were roamed over by millions of buffalo.

In leading the vanguard of western civilization, Mr. Freeman's plant was moved consecutively from Fort Kearney to Kearney City, North Platte, Neb.; Julesburg, Colo; Fort Sanders, Laramie City, Benton, Green River, Bear River, Wyo.; Ogden Utah; Glendale, Butte, and Thompson Falls, Mont.; Yakima City, and North Yakima, Wash., consuming fifty-five years at that work. He claims that his publication is the oldest description and agricultural magazine in the world. He says that no other magazine has from the first, carried a descriptive feature along with the agricultural. It was he who explored all the western two-thirds of America on horseback, and described and illustrated the many wonders of that region in advance of any other person. At the age of 72 he is as active as most men at 25, and whenever there is a big meeting of any kind, whether it is a meeting of the people of the district, the state, or the nation, for the purpose of advancing the interests of the west, his presence is always seen and his voice is heard among the most active workers. In his westward march he has absorbed a number of other papers and magazines which have attempted to compete with him.

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MORE NECESSARY THAN BABY'S SHIRT

The Dixon Tribune.

Dixon, Calif., August 22, 1914.

National Printer-Journalist, Chicago.

Dear Sir:—The baby can get along without his shirt, or the politician his conscience, or the Kaiser his photographs, better than we can get along without the Printer-Journalist. Let it come.

Yours truly,

FRED G. DUNNICLIFF.

"Who Pays the Advertising Bills?"

Along the lines of the education of readers as to advertising, which we have been advocating in these pages, we notice that Leslie's Illustrated Weekly, of which John Schleicher, an old, well known, able newspaper man, is the editor, has been running a most instructive series of articles by Maurice Switzer, under the double caption—"The Cost of Living—Who Pays the Advertising Bills?"

We have no doubt but that many of our readers also read Leslie's—if they do not they ought to,—but, nevertheless, the following from the third article of the series, appearing in the August 27th issue of that excellent publication, presents views so appropriate to this issue of the National Printer-Journalist and to what we have presented that we take the liberty of quoting the same, both because of the excellence of the matter and because of the good example set by Leslie's, that should be followed by all newspaper publishers for the benefit of their advertisers and readers and the promotion of advertising, their own important stock in trade:—

Advertising is salesmanship. It is solicitation in print instead of by word of mouth through the medium of the personal representative. More people may be talked to for less money and in a shorter space of time through the channels of modern advertising, than by the old method of individual solicitation. Yet the salesman is not an antiquated institution; he is still an important factor, but his functions are different.

The representative for an advertised product finds it easier to sell his wares than does the salesman for the house that uses no publicity, and so the basic emoluments of the former are usually less than those of the latter. This does not mean, however, that the specialty salesman always makes less money. As his line is easier to sell, his total sales are large, so if his pay is based upon his yearly business, his income may be much larger than the pay of the salesman whose work is harder but whose annual sales are less.

The result of this condition is, however, that the advertiser can "travel" men for less money than can the house which does no advertising. If this is true, it is but another and a strong argument in favor of the advertised product. It proves that the one large item of sales expense alone is lowered by the use of publicity; it is evidence that wherever the advertising has added to the cost of doing business, a proportionate or a greater reduction is found in another direction.

In financial advertising, all decent publications, including the daily, exercise a strict censorship over the business they accept, as a protection to the public, while Uncle Sam has made it a felony to use the mails for untruthful literature.

The high-class periodicals even go further; no advertisement of any nature whatsoever will be accepted by them until its claims have been investigated and found to be truthful.

Advertising has done for scientific production what the telegraph and the telephone have accomplished for society. Banish advertising from the world and the necessities of life would become luxuries within the reach of the rich alone. Advertising is the news of commercial progress and development; without it the metropolitan dailies would either have to suspend publication or charge ten times the price for papers of probably one-tenth their present value.

Look for a nation whose people are not advertisers and you will find a country whose inhabitants are either semi-civilized or savages. Put a ban upon publicity and the quality of commodities would drop like a plummet. It would fall because the manufacturer could reach the consumer only through the medium of the retailer, and to place his product with the retailer would mean a competition of price instead of quality.

Advertising and advertised products need no apologist, for in business as in society it is always the fittest who survive.

Advertising is intensive salesmanship. It is the modern method of scientific, economic distribution, and anything which tends to facilitate distribution—the most serious problem of merchandising—is not and cannot be an extravagance, any more than a machine which costs $5,000, but pays for itself in a year, could be considered a waste.

A Convincing Illustration

Preceding the above quoted argument and presentation of facts, the following enlightening illustration was given—that in the like underlying principles and results may be duplicated by the successes of advertised goods in every city—clearly showing that advertising, in that it reduces the cost of salesmanship, and, by multiplying sales, also, through the required greater production, cheapens the cost of the goods and induces to and makes possible the reaching and maintaining highest possible quality:—

Some years ago a man bought a Chicago concern that was manufacturing X-ray machines. The inventor was an excellent salesman and he was sent on a trip through New York State. He managed to sell a machine in every town he visited, but one machine in a town didn't pay expenses; it was a slow process and some means had to be found to increase the business.

The salesman-inventor was the best posted man on the X-ray in the United States, but few people knew it. When he presented his card to the doctor, that individual would generally look at the salesman blankly and then wonder how a Chicago concern had the nerve to try to sell X-ray machines in New York, the center of everything new and worth having.

But the salesman knew his subject and after a while he was able to command the respect to which his learning and experience entitled him, and eventually he managed to get an order. But it was slow work, so the owner of the business concluded that something would have to be done to facilitate sales.

He knew nothing about advertising, but he realized that it was a great waste of time for a man to be telling who he was and what the article was he was selling, so he proceeded to spend $10,000 in the medical journals. Then he made a careful list of prospects and bombarded them with a series of letters, following which he sent the salesman over the same ground he had previously covered. This time everybody was glad to see him; he was hailed as a scientist and an authority, and he sold five

times as many machines on that trip with a great deal less effort.

The original machine sold for about $230, and while it did the work it was not an attractive looking apparatus; besides, so few of them were sold and so much expense was attached to their sale that the house was losing money.

When the business increased, however, parts were made interchangeable and in quantities; there was no lost motion in assembling them and the result was that the factory cost went way down. The machine was improved in many respects, plain glass parts were replaced by beveled plate and quarter-sawed oak was substituted for the common, grained variety.

The machine that was by no means attractive to look at became an ornamental piece of furniture that really enhanced the appearance of an office, the price remained exactly what it was before, and the manufacturer was making money.

He was still spending $10,000 a year for advertising, cashing in on his investment and giving the purchaser a better article at the same price.

* * *

Education in Advertising

"Agent of Economy"—"Being Prepared"

The Practical Engineer, by E. R. Shaw, an acknowledgedly successful business man, is an up-to-date publication of great value to its readers. It deals ably, practically and helpfully with problems and matters pertaining to practical engineering.

As strange as it might appear at first thought, this paper gives a page of advertising wisdom in each issue. It places emphasis on the educational value of advertising and the readers, engrossed with engineering matters—the technique and practical,—still find this department one of the most valuable in this progressive journal. Every newspaper can, in like manner profitably and successfully serve its readers and advertisers.

As suggesting the ways to educative advertising service, we give the following specimen from this department:

Advertising an Agent of Economy and Business Promotion

On State, near Van Buren Street, Chicago, stands a bent old man, bearing a tray containing shoe strings. For many years,—six week days and Sunday, too,—his appeal, "shoestrings 5c a pair," has been heard by the people passing there.

Across the street is a colossal, many-storied institution—a store so well organized that it can supply the decorations and furnishings for your house or sell you live minnows and frogs for bait on your fishing trip. In their notion department—on a sunken-top counter—you will find the same grade of shoestrings marked "5c per dozen."

The tray merchant, in his years of business, has been able to reach only the people passing his stand. At the very best, his profits at 5c per pair would hardly be more than a living wage.

The Department store, with its trained advertising staff, uses hundreds of square feet of show windows, mails out and distributes millions of catalogs, booklets and circulars, and fills columns of the daily newspapers with its advertisements. All day long a stream of buying humanity pours in at its doors, attracted by its advertisement of the day or through the accumulated power of past advertising. Their yearly purchases run into the millions.

This store can sell on a lower margain of profit than the tray merchant, because of its immense volume of business. Its weekly sales of shoestrings, alone, will probably exceed the yearly sales of the forlorn competitor across the street.

Who pays the cost of advertising? Not the Customer. Not the Advertiser. It is **absorbed by the economy created by an increased volume of sales.**

Advertising speaks to thousands instead of units. It makes every day in the week a **selling** day. It builds **distribution.**

The machinery manufacturer, by **Advertising,** is enabled to sell his product quicker,—oftentimes in advance of its manufacture. He wastes no **cost of facilities,** such as idle machines, operatives and floor space, due to lack of market. He turns over his capital more often—can do business on a smaller investment.

For example, the manufacturer with $100,000 capital, who by making **quick sales** is able to do a $600,000 business, can afford to sell on a lower margin of profit and, at the same time, obtain a larger return on his investment than one who with the same capital does only a $200,000 business.

Advertising is a wonderful **Agent of Economy.**

The biggest Merchant Prince this country has ever known, wanted to keep free from printer's ink. He was forced to give up this position of **false dignity** and to utilize advertising in maintaining his small margin of profit.

The Standard Oil Company—pointed out as the most efficient organization for production and distribution—advertise to **stimulate** the human desire for its products.

So, dear sir, when you read the advertisements of the manufacturers in the pages of Practical Engineer, you may rest assured that their **ultimate cost** will not be borne by either you or the manufacturer.

Advertising reduces cost of production by increasing output without a proportionate increase of cost for labor and equipment.

"Being Prepared."

Down at Vera Cruz, where Uncle Sam is visiting, it was necessary for the naval officers to temporarily take over the administration of the city government, the Mexican city officials having refused to serve under American supervision.

Admiral Badger put several of his naval officers in charge of the Customs, Police, Postoffice, Sanitation and other Municipal and Governmental offices.

Press dispatches reported that the administration of these offices was accompanied by a thoroughness surprising to the Mexicans.

The average man's conception of the duties of a Naval Officer is the direction of fighting ships and fighting men. This is correct, but incomplete, for at Annapolis our naval officers are prepared for civic, health and constructive work, as well as for military tactics.

The training given our Army Officers at West Point has indebted the world to them for many accomplishments out of the realm of the military. To realize this,

we have only to recall that Army Officers were in charge of the work of the Panama Canal; and that they are filling the posts of health commissioner for Chicago and other large cities.

Being prepared is a state in which every man should live.

An engineer of a power plant should be prepared. He should have a plan of education to obtain knowledge far in advance of that required in the operation of the plant.

He should have, for instance, a system of keeping power plant costs which will tell, at a glance, just how much his power is costing and where the cost is located.

He should have a knowledge that will fit him for an intelligent selection of power plant equipment to lower operating costs and raise plant efficiency.

Are you so prepared? Could you, today, completely advise your employer, or the board of directors, on all power plant problems, new equipment or remodeling the plant? Or, would you have to make a study of length before you could give this information?

Being prepared increases your value to yourself and to your firm.

The advertisements in Practical Engineer will help you to keep prepared. In them you will find messages of the latest in prime movers and auxiliaries for power plant use.

The manufacturers, of course, are unable to tell all about their products in the limit of an advertisement, but they do give sufficient information to interest and instruct, and they offer more for the mere request.

The reading of advertisements is a good habit to form. It can harm no one, but on the contrary, it has helped thousands of engineers to better their power plants and their position and prestige.

Mr. Ernest V. Madison, who is editor of this "Advertising Service Department," of the Practical Engineer, writes, with regard thereto, in part, as follows: "It was with the view of interesting, yes, educating the engineer in the value of advertising to his work, that we set aside one page in each issue for a series of educational advertising talks. This page was named, "Sparks from the Advertising Pages," because, at the start, it was built around different incidents and stories connected with advertisers using our publications.

"Later on, after we had found that this page was being appreciated by our readers, we took them into closer communion by asking for their opinions, and by publishing their contributed letters, leading them to feel that the page was theirs and for their benefit.

"From this beginning, it was but a natural evolution to a presentation of the comprehensive part that advertising is playing in the industry, health, pleasure and economic life of the Nation.

"We vary the viewpoint of each article, and generally center it around either a timely news story or engineering topic.

"We do not fill the page with technical terms, and as far as possible keep away from a too frequent repetition of our name in each editorial. We have reasoned that we could best help the technical advertiser by also helping his brother advertisers in other fields—that a too apparent selfishness would hinder rather than help. We endeavor, also, to keep away from the dry, argumentative appeal or from falling into the familiar line of argument which is of more interest to the advertisers than to the reader. In many editorials we make a reference to our advertising section, and if this proves an incentive to action, the advertising pages are handy. The editorial is always sandwiched between the last reading page and the first page in the rear advertising section.

We believe we are on the right track. We are cultivating, in power plant men, the good habit of reading the advertising sections of their papers and magazines. And, we are giving real co-operation to the advertising which is being done by the manufacturers of machinery and equipment used in power plants."

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THE SINGING PRINTING PRESS

San Bernardino, Calif., August 13, 1914.

National Printer-Journalist, Chicago, Ill.

Dear Editor, I think that there is poetry in the banging of a printing press. While feeding a platen, I heard something like the following and although I write for the local newspapers and correspond with a few magazines, I think you could make the best use of this.

"Song of the Printing Press"

"Rish-rick-clash,
Rish-rick-clash,
Rish-rick-clash,
Thump.

Hark Ye, the song I sing as I work,
Mark Ye, the work I do as I sing.
I am so strong, the whole world needs me;
I sing my song, that justice might be.
Feed me with paper and ink and good sense.
Give me your thoughts for good Honor's defense,
Lend me the truth and I promise I can
Better the world in my dealings with man.

Rish-rick-clash,
Rish-rick-clash,
Rish-rick-clash,
"Thump."

P. S.—That thump is the "throw off."

Respectfully,
CLARENCE D. GREENHOOD.

344 "D" Street, San Bernardino, Calif.

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"EVERY NEWSPAPER MAN'S SUPPORT DESERVED."

Estherville, Iowa, July 31, 1914.

Dear Brother Herbert:—Kindly accept my check for another year's subscription to your newsy journal. Every newspaper-man should be glad to contribute his mite toward the support of the National Printer-Journalist, which brings us an abundance of good, interesting reading each month.

With best wishes always, I remain,

Yours sincerely,
L. C. ZELLENO.

David Ramaley, Deceased

IN the death of David Ramaley of St. Paul, the craft loses one of its oldest and most useful members.

Despite his great age, the announcement of his passing away at St. Paul on August 21st, came as a great shock. He, with his good wife, attended the recent convention of the National Editorial Association at Houston, Texas, in April of this year, joining the editorial party at Chicago, and going with the editors on the excursion through Texas following the sessions of the Association. He and his wife were in the best of health and enjoyed themselves with all the zest of the younger members of the organization. We visited Mr. Ramaley, when at St. Paul in June and found him attending to the work of his office just as we had known him for forty years and more. In fact he had not been ill for over forty years until he was taken sick on July 31st with pneumonia. Complications developed and he had been confined to his room or bed most of the time for three weeks, but on the day of his death, he appeared much better and passed the most of the afternoon on the porch of his residence, where he was visited by his physician, only an hour before the final summons came, calling him from life. Mr. Ramaley was born in Pittsburg, Pa., August 9, 1828, so that he had just passed his eighty-sixth birthday. He was author and publisher of a very valuable work for members of the printing craft, the "Employing Printers' Price List for Book and Job Printers," that had gone through fourteen editions, recently revised to conform with what had been developed during recent years by the "Standard Cost Finding System." Many printers, when the first editions of the book were issued in the early 70's, thought the prices given by his carefully prepared tables were too high, but it was a matter of great satisfaction to him in the end, that the established cost finding system fully justified his estimates and figures. He, for a time, conducted a monthly journal for the trade known as "The Employing Printer," but, late in 1888, this paper was purchased by the National Printer-Journalist, and Mr. Ramaley assumed the editorial charge of "The Employing Printer Department," in this journal, and also, for awhile as State Editor for Minnesota. He was greatly attached to the calling which he followed for three quarters of a century and much devoted to its improvement and financial upbuilding. He entered a printing office at eleven years of age and was never separated from the business in some form from that time until his death. He had been treasurer of the Minnesota Editorial Association for forty-seven years, and the editor of this paper remembers with gratitude and pleasure his close association, friendship and faithful services, during three years, in 1883, 1884 and 1885, of incumbency of the Presidency of Minnesota Association. His carefulness, thoughtfulness and efficiency lightened the work and responsibilities of all the other officers. He was always calm, kindly and considerate, but neglected nothing. His education was all in the public schools of Pittsburg until eleven years of age, and then in the printing offices. The St. Paul Pioneer-Press of August 22d, gave the following brief outline of his busy, useful life:—

An Editor at 20

Having completed his apprenticeship, he began his active career in his native city, and was editor of an agricultural paper when twenty years old. At twenty-one he became a publisher at Monongahela City, Pa., and in 1855 he came to Minnesota, living a short time at Le Sueur, then coming to St. Paul.

Reporter on Pioneer

During 1857 and 1858 he was a reporter on the St. Paul Pioneer, and during the ensuing five years he was superintendent and business manager of that paper. In 1867 he became business manager of the Minneapolis Tribune. Meanwhile, in 1865, he had established a printing office in St. Paul, which is still conducted under the name of the Ramaley Printing Company.

Connected with Dispatch

He was associated with H. P. Hall in the management of the St. Paul Dispatch and acted as business manager of the newspaper until 1876. From 1876 to 1880 he was manager of the Minnesota type foundry, and for ten years, 1885-95, was state expert printer. He was author and publisher of the "Employing Printers' Price List for Book and Job Printers," the first edition of which was published in 1873 and the latest during the current year.

Published A. O. U. W. Guide

For a quarter of a century he edited and published the A. O. U. W. Guide, a weekly fraternal newspaper, and he was the originator and publisher of the St. Paul and Minneapolis street guides.

For forty-seven years he was treasurer of the Minnesota State Editorial Association, and was honorary president of the St. Paul Typothetae.

He was a member of the I. O. O. F. and was grand master in Minnesota in 1867. He also was a member of the A. O. U. W., being a charter member of the oldest lodge in the state, Noble Franklin No. 2.

He was married twice, first at New Concord, Ohio, September 24, 1851, to Eleanor Horner Lyle. She died in 1861, leaving one child, Sarah K. Ramalay, still living. He married Mary Louisa De Graw in St. Paul, October 1862, and they celebrated their golden wedding anniversary two years ago.

Three Sons Survive

Surviving him are his widow and daughter and three sons, John Howard Ramaley, associated with him in the printing business; Dr. Francis Ramaley, member of the

faculty of the University of Colorado, and Dr. Louis Ramaley, St. Paul physician.

The following resolutions were adopted by the St. Paul Typothetae, of which organization he had been for many years a leading and honored member:

Whereas, on August 21, 1914, it has pleased Almighty God to claim for his own, our beloved associate and fellow-member, Mr. David Ramaley, one who has rendered the Typothetae faithful and able service during a long term of years. One whose sympathy, wise council, and a readiness always to extend a helping hand, endeared him to all. He gave generously of his wisdom, influence and energies to upbuild and uplift the printing industry. We shall always cherish his memory and shall not forget the great assistance he has been to us, Be it

Resolved, That in his death the printing industry has lost one who was representative of its highest ideals, a man of sterling worth and integrity, and be it further

Resolved, That we, the members of the St. Paul Typothetae, with profound sorrow express our sincere sympathy and condolence to the family on this occasion of their bereavement, and be it further

Resolved, That these resolutions be forwarded to the family, and that a copy be spread upon the minutes of this association and copies be furnished to the press.

SAINT PAUL TYPOTHETAE,
Robert E. Withy,
E. P. Penniman,
M. E. Brandtjen,
Committee.

* * *

E. St. Elmo Lewis Becomes General Manager of the Art Metal Construction Company

Office appliances circles will be very much interested in the announcements coming almost simultaneously from the Art Metal Construction Company, Jamestown, N. Y., and the Burroughs Adding Machine Company, Detroit, Mich., that on the first of September, Mr. E. St. Elmo Lewis will become Vice-President and General Manager of the Art Metal Construction Company, whose factory headquarters are at Jamestown, N. Y. Mr. Lewis has been for the past ten years advertising manager of the Burroughs Adding Machine Company. During that time he has been prominently identified with the creation of new markets and the development of old markets for that organization. It is hardly necessary for us to recite how prominently he has identified himself with the entire adding machine industry.

Starting with the Burroughs Adding Machine Company when it was a negligible factor in advertising circles, and as a national institution, Mr. Lewis has been with it during its greatest developments, has placed it among the foremost national advertisers, and has created for it through his advertising and his ability to take advantage of public interest in the efficiency movement and the propaganda for higher commercial education, among the most influential organizations that are helping to shape a more scientific attitude towards business.

In selecting Mr. Lewis for the responsible position of General Manager, the President, G. M. P. Murphy, of the Art Metal Construction Company, of New York City, in a recent note addressed to his sales organization, says: "The part Mr. Lewis has played in the building up of the business of the Burroughs Adding Machine Company and the excellent reputation which he enjoys among the large industrial concerns of the country, give ample assurance of what his value will be to this Company. The arrangement with Mr. Lewis involves no change in the general policy or organization of the Company." The election of Mr. Lewis to the general managership will not conflict in any way with the present arrangement of the organization, as his work will be along purely constructive lines, which is in keeping with the policy which has distinguished the Art Metal Construction Company management, during the past year and a half.

In a letter sent to the Burroughs Organization, General Manager A. J. Lauver says: "Mr. Lewis will take up

E. St. Elmo Lewis

his new work with the good wishes of all his associates of the Burroughs Company, and we are naturally pleased that his work with this company should merit the endorsement involved in the very flattering offer made him by the Art Metal Construction Company. Through the close relation which has existed between Mr. Lewis and his associates, and the deep interest which Mr. Lewis has taken in the development of his associates, the work of the advertising department for the ensuing year as mapped out by Mr. Lewis is well understood by those instructed with the carrying out of the detail.

It is not expected that any radical or important changes of the Company's advertising policy will be made

at this time. In other words, it is expected that the work of the advertising department for the balance of the year will be carried on along the present lines, without making any change." For the present, there will be no successor appointed to Mr. Lewis' position as advertising manager. Questions of advertising policy, and decisions heretofore rendered by Mr. Lewis personally, will be passed upon by a Sales-Advertising Committee which will meet under the direction of General Manager A. J. Lauver.

Mr. Lewis' work with the Burroughs Company has been much more than advertising, as ordinarily thought of. His influence for more effective selling methods has been felt wherever selling has been discussed. His intimate knowledge of civic, commercial, and general efficiency problems, and his power to reach the public, either through the written or spoken word, has made the Burroughs Company a real, intimate personal influence, to many a business man who would have remained untouched by the ordinary devices of advertising. It is not surprising, therefore, that men who had a wider vision than is usual among those who look upon a business as merely something which exists within four walls, or is bound up in a product, should have won him to their proposition by offers of opportunity, and honors which have proven irresistible. Probably the one big thing he has done and which his new work will give him greater freedom in pursuing, is his work in carrying on the propaganda for a higher efficiency in management among the great class of small retailers. This work was even ahead of the remarkable effect he produced by his work among the bankers, in his propaganda for greater publicity. Such campaigns have played their part in giving Mr. Lewis his position as being able to carry on not only a sales propaganda through printers' ink to the public at large, but his ability to enthuse and arouse the co-operative spirit among his fellow workers in the Sales Organization of the Burroughs Company, as it is given to few executives to do.

Mr. Lewis has always been a believer in the human side of business. He believes that plants, and capital, and implements, and machines, and production, and materials, etc., are as nothing without men. He believes that men are capable of much greater success just as soon as the proper spirit and enthusiasm is put into them. Therefore, he has "Always put his money," as he expressed it, "on the MAN."

He believes that all of a man must be employed in order to achieve the great victories of commerce at the least possible cost. It has been this accent on men that has been the distinguishing mark on his work. This has given him prominence in many national organizations.

He believes in the human, co-operative, spirit. This made him Vice-President of the Association of National Advertising Managers, which controls more advertising than any other organization on earth. It made him a director of the Associated Advertising Clubs of America; it made him Vice-President of the National Association of Corporation Schools, and would have made him President, had he been willing to accept it. It made him play a prominent official part in the Detroit Board of Commerce, one of the most efficient commercial bodies in the country; and so on, through a score of activities which at once were the puzzle and envy of those who could not see how he did it. The answer to the puzzle was very simple. Knowledge of men, organization, and efficiency.

CUCUMBER AND BUTTERMILK

By E. E. Sheasgreen.

Twenty cents for fifteen very thin slices of cucumbers! How is that for robbery?

And then to have to buy from the hotel bars your buttermilk, where it had always been on the dining-room bill-of-fare like sweet milk, coffee or tea.

How is that for robbery?

And why is this—why, a doubling of the prices for cucumbers, or even a 50 per cent raise on the serving of cucumbers? And why the extra five cents taxed onto the meat? Because the business men of the country—and hotel and restaurant men are business men—are taking an undo advantage at this time of a general European War.

The hour may have arrived when some things must advance in price—those things that this country has had to import—but surely Nature in tending to HER business here has not stinted in the cucumber supply, or in the buttermilk supply—neither has she begun a warfare against these and other like commodities in this country—nor yet again could the export of these commodities have been in such quantities that such a price advance was necessary.

In this time of a "half world war," and which is certainly bringing a war condition of prices in this country—in this terrible time—the United States Government would be justified in taking action to absolutely prohibit the exporting of any article of food or clothes or any other article that is so necessary to the welfare of our people. And such a move would help starve the warring nations to a point of submission.

Further, this government as another war measure should watch and regulate the planting, growing, and shipping of every food article and the distributing of the same, making prices that are at least covering cost—but not carrying in them enormous profits for a few against the interest of the many.

This can be done. President Wilson has the power to do this—and this department believes that he will do it if the business men of this country continue to "rock the boat" while the European Nations are crossing the bloody torrents of war.

And, if this is not done—we may expect to be served the peelings of cucumbers at ten cents a strip, and to be told in the dining-room that like buttermilk, sweet milk, tea, coffee, and chocolate are to be had only from the bar at an extra charge to the meal.

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"OF GREAT BENEFIT."

Office Franklin Repository

Chambersburg, Pa., August 24, 1914.

Mr. B. B. Herbert, Chicago, Ill.

My Dear Mr. Herbert:—I am enclosing my check, No. 3311, for $2.00 and will request you to kindly mark up my subscription to National Printer-Journalist to July, 1915. The Printer-Journalist gives me much information that has been of great benefit in my every-day life, and I would not want to be without it.

I was exceedingly sorry that I could not be with you in Texas, but it came at a time when I was very busy and it was simply impossible for me to get away. I would like to have been there to renew former friendships and meet with the gentlemen with whom I have been annually associating since 1895. I hope to be able to meet with you all next year. With kindest regards, I am,

Yours truly,

A. NEVIN POMEROY.

A Printer's Appeal for Pardon

Is Justice Made Sure by Existing Criminal Court Methods of Procedure?

At different times, publications emenating from state prisons, and conducted, edited and printed by inmates, have received notice in this journal. The department of "Newspaper Criticism" for our March, 1914, issue, reviewing "The Monitor Magazine," the prison paper of the State Penitentiary at Huntsville, Texas, bestowed deserved praise, writing of it "as a fine creation, and adding: "It is surely indicative of good taste, as are all the magazine's pages. Some very rare bits of philosophy are printed under the caption of 'Penal Patter,' and beside there are other departments of creditable stuff, showing that at least some of the inmates of the Huntsville prison are thinking wholesome thoughts—a sure sign of improvement."

THE CASE OF THE PRISONER

Now there comes to hand the following letter:

The Monitor Press

Huntsville, Texas, August 16, 1914.

Mr. B. B. Herbert, Chicago.

Dear Sir:—The inclosed booklet, produced by a fellow printer here, at night time, is worthy of your consideration, I think.

He learned the trade in his little shop here by hard work and study. He has not missed reading The Journalist every month in a good many moons. The critics are no respector of persons, so he has made good.

I'll thank you for any mention or assistance you may give him.

Yours in "fourth estate,"

NELSON CHARLES.

Box 32, Huntsville, Texas.

The pamphlet referred to in the letter, a signed copy of which duly reached this office, is neatly gotten up, contains a number of complimentary notices of the work of Mr. Porch as a typographer and editor and the following biographical statement and plea:

THOMAS J. PORCH

Autobiography

The object of this booklet is to seek to enlist the aid of the printing and publishing fraternity. Being a printer and publisher myself, I feel that I am not trespassing on good nature when I ask the aid of the members of these professions in an effort to secure a pardon.

I was born in Alabama thirty-five years ago, moved to Texas, clerked for three years in a mercantile establishment at Llano. Later I purchased and successfully operated a general merchandise store at Royal Valley, Texas.

Nine years ago a young man was killed in the community in which I lived, and enemies of mine circulated the story that I had killed him. The story grew with the telling, and as the real murderer was not found, the officers—because of a clamor for an arrest—decided to take me into custody as a protective measure for themselves.

At the trial the witnesses that testified against me were compelled to admit that my reputation was good; that I always had been a peaceful and law-abiding citizen. In the face of this testimony; in spite of the fact that no proofs of my connection with the crime were shown; regardless of my proving a complete alibi—I was convicted and sentenced to life imprisonment. In this connection, I herewith give the alibi taken from the court records of Mason County, and furnished me by Judge John C. Oatman of Llano County, as follows:

Mr. Tom Porch:

Dear Sir:—Your letter of the 27th instant has been received and I write you briefly the alibi proven by you on your trial as follows:

Mr. W. M. Vinyard and wife, Mrs. Georgie Vinyard, uncle and aunt of Porch testified, that Mrs. Vinyard was suffering with a cancer, and was in the habit of having Tom Porch to dress it; that on the night Nard was shot Tom Porch and his wife came to their house and Tom dressed the cancer and they were just starting home gun fired that killed Nard about one hundred yards away; that Tom and his wife were still in the yard when the shot was fired, that they both heard the shot.

Mrs. Tom Porch testified to the same facts and stated that she was with her husband at the yard gate of Mr. and Mrs. Vinyard when the shot was fired, and was with her husband all night and that she knew he did not shoot Nard.

This is briefly as I understand the alibi testimony as I have it, and it ought to have cleared you.

Yours very truly,

(Signed) JOHN C. OATMAN.

During the eight years I have spent in prison, I have attained the highest position that an inmate can hope for—held positions of trust that are accorded to but few. I am allowed the freedom of the city of Huntsville—can come and go to and from the prison at will.

About two years ago I purchased the Monitor Press, a small printing plant owned and operated by the prisoners. Since that time I have spent my spare time trying to acquire a thorough knowledge of the printers' art. How well I have succeeded is best told by the clippings from the leading Trade Journals which I herewith reprint.

Under my management the Monitor Press and Monitor Magazine have gained favorable mention in the trade journals as well as the magazines and national press. When you take into consideration that practically all the work—both literary and mechanical, is done after my other duties are performed you will realize that I have made some progress.

If after reading the booklet—after considering the facts set forth—you feel that I am entitled to some measure of consideration, I wish you would try and interest your friends who are members of the printing profession in my case. Also, if you are friendly with anyone who takes an interest in the prisoners kindly mention the matter to them.

I invite a close inspection of my record—both before and since my imprisonment. I have the names of nearly five hundred petitioners from Llano and Mason Counties, asking my pardon. Also the recommendation of the Prison Commission, the Prison Warden and the Senatorial Investigating Committee of the Thirty-third Legislature. With these, and with the support of the craft, I feel I shall be able to secure my release.

Naturally we know nothing of this case except through the statements of the pamphlet. We, however, feel inclined to remark, briefly, on some defects that exist in law practice in this country that justify criticism. There is an old saying, that enunciates what is very natural, that the one suffering punishment has no good opinion of the law. But, unfortunately, it is human to err and courts are conducted by human beings. In this case a judge declares that the accused should not have been convicted. The difficulty in securing justices comes, at times, not only from the insane demand of an excited public—too often prejudiced and misinformed—that a victim for punishment must be found but from the incentives ever urgent upon police officers or sheriffs and prosecuting attorneys, whose reputations and continuance in office, under the present system, depend largely upon the arresting and prosecuting of somebody for every offense that is committed. In Illinois, so anxious had been the desire to secure convictions that the fines—amounting in the case of the Attorney-General during one term to some $168,000—were turned over as perquisites to the prosecuting officers in addition to yearly salaries greater than the average incomes of practicing attorneys in the State.

With his office, and his reputation as a lawyer, which must ever be his capital with which to secure business, at stake, and then the fines, wrung from the accused and convicted, added thereto, one can readily realize that convictions would be numerous. On the other hand, attorneys called to defend, have equal incentives, to strive in every way possible, to defeat justice and free criminals. The living and stock-in-trade of every criminal lawyer depend upon a reputation of freeing his clients. It has come to a point of practice, that the judge sits merely as a moderator, with no power, or at least little or no effort, to prevent any kind of coloring, discrediting, manufacturing or suppressing of evidence, skillful manipulating, confusing or browbeating witnesses, arousing prejudices, appealing to sympathies, emotions and prejudices, quibbling, delaying, pretending, acting, dissimulating and the hundreds other methods by which juries are misled and courts befooled.

Is it any wonder that under such conditions, offenders so frequently escape, and the innocent are too often punished? More power, more discretion and real heartiness and zeal for right and justice on the part of judges would help. Too frequently the easy going, indolent, good-natured man who wants to be on good terms with all members of the bar and with the people are elevated to the bench. . Popularity in a judge is often to be regarded with suspicion. A trial judge should be a man of quick, incisive mind; fearless, energetic, placing justice and equity above all else, instead of one who seeks dignity and repose, who permits the court to be run by the lawyers, playing to their clients and the public and seeking only their fees, and a reputation for winning cases, regardless of anything else, except that which will secure more and greater fees.

But we cannot go into the matter of court reforms further here. The pardoning power remains in the proper authorities in each state and its wise use, after careful investigation, is needed and useful. We know that men who have been convicted even of manslaughter are not always bad above others. The press has a duty to perform toward courts and those charged with crimes. That duty is ever to exercise candor, to allay public prejudice, to demand that courts shall see to it that the rules of orderly, just proceedings shall ever be enforced and that practitioners before the bar abide by the ethics of the profession and be compelled to respect the rights, the personal, honor and human feelings of the witnesses and of the accused and as court officers to see that justice is done.

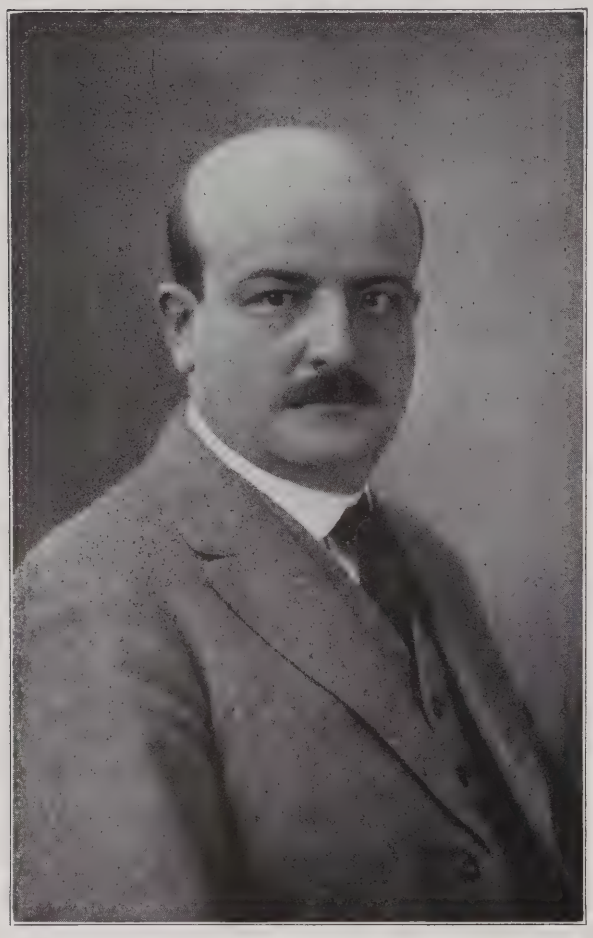
From long observation and some experience, we were led to sympathize with Mr. Copper, when in reviewing the Monitor Magazine, he referred in the following terms to the men connected therewith:

Those unfortunate brethren behind the bars in the state penitentiary down at Huntsville, Texas, have favored me again with a copy of their Monitor Magazine, for the month of January, 1914, which is a fine creation—proving to me, if nothing else, that those fellows are not bad, else they couldn't turn out so creditable a little magazine as this is. I do not wish to appear pessimistic, nor as disparaging to freemen, but I cannot forego here the expression of a conviction that has lately taken possession of me, namely, that there's very little difference, after all, between the people on the two sides of the walls of penal institutions. Striking an average, I presume, there are quite as large a per cent of dangerous men at large as there are in custody of the law, quite as large a per cent of bad men, quite as large a per cent of good and true. One thing I am certain of, however, and that is that some good printers sometimes go to jail, more's the pity, and some good ones have, luckily or unluckily, got into the state bastile at Huntsville, Texas, as this fine copy of the Monitor verifies.

Tentative Program for the Ninth Annual Convention of the Federation of Trade Press Associations

At the Congress Hotel, Chicago, Thursday, Friday and Saturday, September 24, 25 and 26

Opening Session: September 24th, 10 A. M.
President F. D. Porter, Chairman.
A. A. Gray, President Chicago Trade Press Association. Address of Welcome. Twenty minutes.
Report of Standing Committees.
Report of Executive Committee.



FRED D. PORTER
"National Builder," Chicago
President of the Federation of Trade Press Associations

Annual Report of Secretary and Treasurer.
F. D. Porter, President Federation of Trade Press Associations, President's Annual Address.
Appointment of Committees.
New and Unfinished Business.

11:30 A. M.

Prof. John D. Shoop, Asst. Supt. Board of Education, Chicago. "Educational Opportunities and Obligagations of the Business Press." Thirty minutes.

Luncheon—12:15

All delegates and visitors are invited to be the guests of the Chicago Trade Press Association at Luncheon at the Congress Hotel.

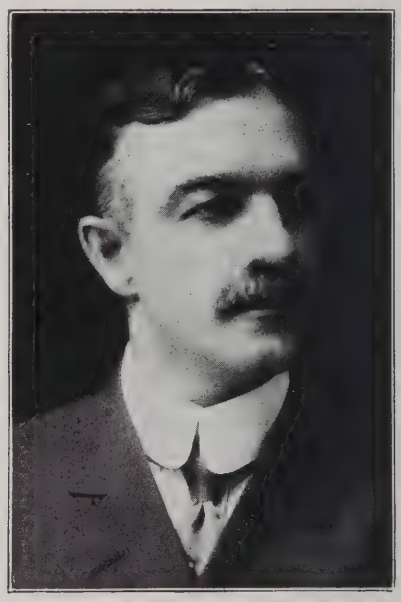
EDITORIAL SYMPOSIUM

2 P. M.

Arthur L. Rice, Editor of Practical Engineer, Chicago, Chairman. Introductory remarks—ten minutes.

David Beecroft, Directing Editor, The Class Journal Co., New York—"Feature Articles in Different Fields of Trade Journalism—eighteen minutes.
Discussion—Ten minutes.

Dr. William A. Colledge, Director of Educational Department, The Redpath Lyceum Bureau, Chicago.—



H. R. SHAW

Committee on Program and Arrangements
Ninth Annual Convention Federation
of Trade Press Associations

"Putting Human Interest into the Business Press."—Eighteen minutes.
Discussion—Ten minutes.

F. M. Feiker, Editor, Factory, Chicago. "Graphic Business Records—Their Usefulness and how to Make Them."—Eighteen minutes.
Discussion—Ten minutes.

CIRCULATION SYMPOSIUM

3:30 P. M.

Henry F. Lord, Textile World Record, Boston, Chairman. Introductory Remarks—ten minutes.

S. T. Henry, McGraw Publishing Co., New York. "Inter-Departmental Co-operation in Circulation Building." Eighteen minutes.
Discussion—Ten minutes.

J. B. Pease, Iron Trade Review, Cleveland.—"Practices Proven Successful in Securing Subscriptions."—Eighteen minutes.
Discussion—Ten minutes.

ADVERTISING SYMPOSIUM

September 25, 9 A. M. to 12.

A. A. Gray, Electrical Review, Chicago, Chairman. Introductory Remarks—ten minutes.

Andrew N. Fox, Advertising Manager, Benjamin Electric Mfg. Co., Chicago.—"The Educational Value of Advertising."—Eighteen minutes.
Discussion—Ten minutes.

Chas. L. Benjamin, Advertising Manager, Cutler-Hammer Mfg. Co., Milwaukee.—"Business Building through the Business Press.'"—Eighteen minutes.
Discussion—Ten minutes.

W. H. Ukers, President Tea & Coffee Trade Journal Co., New York.—"How Trade Paper Advertising should be Sold."—Eighteen minutes.
Discussion—Ten minutes.

Franklyn B. Snyder, Professor of English Literature, Northwestern University, Evanston, Ill.—"Making Business Literature Effective by the Use of Correct English."—Eighteen minutes.
Discussion—Ten minutes.

F. J. Trezise, Associate Editor Inland Printer, Chicago, and Chief Instructor I. T. U. School of Printing.—"Art and Typography of Advertising."—Eighteen minutes.
Discussion—Ten minutes.

SUBSCRIBERS' AND ADVERTISERS' MASS MEETING

2 P. M. to 5.

E. D. Porter, Chairman. Introductory Remarks—ten minutes.

Subscribers

O. C. Erickson, President C. Jevne & Co., Chicago.—"The Trade Press from a Retailer's Viewpoint."—Eighteen minutes.

ALBERT E. HAIGHT
Secretary-Treasurer Federation of Trade Press Associations in the United States

Discussion—Ten minutes.

John P. Mann, Morris, Mann & Riley, Chicago.—"The Utility of the Business Press in the Conduct of Business."—Eighteen minutes.
Discussion—Ten minutes.

John W. Alvord, Sanitary Engineer, Chicago.—"The Importance of the Technical Press to Engineers."—Eighteen minutes.

Advertisers

J. J. Phoenix, President Bradley Knitting Co., Delavan, Wis.—"National Distribution Economically Secured through the Business Press."—Eighteen minutes.
Discussion—Ten minutes.

Adrian D. Joyce, General Manager, Sales and Distribution, The Sherwin-Williams Co., Cleveland.—"Advertising as an Economizer of Selling Expense."—Eighteen minutes.
Discussion—Ten minutes.

R. C. Haskins, President and Sales Manager, International Harvester Co. of America, Chicago.—"Advertising Department and Sales Department Team-Work."—Eighteen minutes.
Discussion—Ten minutes.

ANNUAL BANQUET

In Gold Room—Congress Hotel—6:30 P. M.

Toastmaster, R. C. Jacobsen, Hide & Leather, Chicago.

Dr. Emil Gustave Hirsch, Chicago.—"Standards of Practice."

Prof. John A. Scott, Northwestern University, Evanston, Ill.—"Business and Its Literature."

Douglas Malloch, American Lumberman, Chicago.—"Views and Interviews."

PUBLISHERS' SYMPOSIUM

September 26—9 A. M.

H. M. Swetland, President United Publishers Co., New York, Chairman. Introductory Remarks—ten minutes.

J. M. Hopkins, General Manager Printers' Ink, New York.—"The Value of Research and Statistical Service Bureaus."—Eighteen minutes.
Discussion—Ten minutes.

E. C. Hole, American Lumberman, Chicago.—"How the Business Press can aid Its Subscribers to Develop Their Local Communities."—Eighteen minutes.
Discussion—Ten minutes.

John Lee Mahin, Mahin Advertising Co., Chicago.—"Modern Advertising Agency Methods."—Eighteen minutes.
Discussion—Ten minutes.

L. F. Hamilton, Advertising Manager, National Tube Co., Pittsburgh.—"Stimulating Subscribers to read the Business Press Thoroughly and Systematically."—Eighteen minutes.
Discussion—Ten minutes.

Harry A. Wheeler, Vice-President Union Trust Co., Chicago, and First President, Chamber of Commerce of the United States.—"Reflection."

FINAL BUSINESS SESSION

11:30 A. M.

President F. D. Porter, Chairman.
Report of Standing Committees.
Election of Officers for Ensuing Year.
New and Unfinished Business.

Officers.

Fred D. Porter, President, National Builder, Chicago.

John Clyde Oswald, Vice-President, American Printer, New York.

E. E. Haight, Secretary-Treasurer, The Motor, Age, Chicago.

Committees.

Committee on Arrangements—E. R. Shaw, Chairman.

Finance Committee—W. B. Prescott, Inland Printer; R. C. Jacobsen, Hide and Leather; Morton Hiscox, Retail Coalman; Chas. S. Clark, Grain Dealers' Journal; J. F. Nickerson, Ice and Refrigeration; C. B. O'Neill, Motor Age, Treasurer.

Publicity and Printing—A. A. Gray, Electrical Review; Tracy Luccock, American Lumberman; C. A. Tupper, Mining and Engineering World; J. R. Hastie, Telephony.

Registration Committee—O. F. Byxbee, Inland Storekeeper; C. L. Bates, Railway Review; C. A. Patterson, Building Management.

Hotel and Transportation—Edward Wray, Railway Electrical Engineer; P. D. Francis, Furniture Journal.

Reception Committee—W. J. McDonough, Drygoods Reporter; J. W. Holman, Mining and Engineering World; J. C. Strong, Hay and Grain Reporter; H. J. Bohn, Hotel World.

Press Committee—C. C. Sinsbaugh, Motor Age; S. D. Clough, American Journal Clinical Medicine.

Banquet Committee—Arthur L. Rice, Practical Engineer; John Willy, Hotel Monthly; F. P. Burt, Engineering and Contracting.

* * *

BUSINESS NOTES

This Department is conducted for the benefit of advertisers, and expresses their claims and views

COMPETITION CREATES BUSINESS

It is a world-wide axiom that "Competition begets trade." From all indications, the exception is not found in the typesetting machine business. The advertisements of the older company indicate that their factory output is greater than at any other time in their history. There is every evidence that the Intertype Company is doing a splendid business. Many publishers and printers ask the question, "Where do all these machines go?"

Manager Montgomery, of the Chicago Branch of the Intertype Company, recently discussed this question with a number of interested publishers. Among other things he said:—

"There was a time when it was believed a given number of composing machines would meet the requirements of the entire printing industry; when this figure was reached, those wise prophets set their stakes further ahead, claiming that a few years more and the composing-machine business would decline; that the only new business would be replacing of old wornout machines with more modern models. It would seem, however, that these prophets have not taken into consideration the introduction of a better machine at a smaller price. This occurred when the Intertype was put on the market, occupying a large field heretofor only partially covered, and that with unsatisfactory slug casters. For the Intertype, with its simple mechanism, its wide range, its great durability and its fair price, appeals to hundreds of country publishers who have previously been unable to justify the installation of a slug-casting machine.

"In going back over the records of installation, we find that in the Chicago agency territory, more than sixty per cent of Intertype machines are in use in country newspaper offices, not using any other type of machine. The remaining forty per cent is represented in shipments to offices using Linotypes of the various models.

"We recognized that there was a field for a simple multiple magazine machine, and brought out the Model B Intertype. This model is going largely into daily newspaper offices for straight newspaper work, advertising and job composition, many times displacing Linotype machines, but oftentimes representing additional equipment.

"We have found, moreover, a field for a machine selling under $2,000, and are now bringing out what will be known as the Model Z Linotype, this being in fact, a rebuilt Model 1 or Model 3 machine, with Intertype improvements; this means wide Intertype magazines with simple escaping mechanism, simplified keyboard, Intertype universal knife block, improved ejector changing device, improved distributor box, channel entrance, and distributor bar, together with the Intertype sorts stacker. It carries our regular guarantee as to workmanship and durability, and will sell for $1,700 on easy terms.

"To meet the requirements of those offices desiring a multiple magazine machine, we are now bringing out what will be known as the Model Y, this being similar to the Model Z; that is, a rebuilt Linotype machine, with Intertype improvements, carrying Intertype magazines, etc., together with magazine shifting device similar to that used on our wonderful Model B. This machine has all the range of any multiple magazine machine. It will be priced at $2,300, and sold on such terms that it will prove a self-paying investment wherever installed.

"The introduction of the Model B Intertype, and the two improved simplified Linotypes, will still further broaden the field, so that in a year from now, the question will still remain to be asked, 'Where are all the machines going?'"

* * *

On another page of this magazine will be found an interesting advertisement of The Hamilton Mfg. Co., showing some of their latest improvements in Galley Cabinets and galleys. The new features incorporated in their latest offerings mean increased efficiency in the composing-room and an actual saving in dollars.

Every job that comes into the printing office must be corrected, proofed and stored. The Hamilton System of handling this matter saves money on each one of these operations. Their ideas are worthy of consideration and hundreds of printers have already taken advantage of them.

If sufficient information is not given in the advertisement, write the Hamilton Mfg. Co. direct, as they are willing to send to interested parties complete literature on the subject.

* * *

Mr. Charles H. Ault, who was for so many years connected with The Ault & Wiborg Co., latterly as President of The Ault & Wiborg London Co., and more recently President of The Ault Printing Ink Co., is now interested in The Jaenecke Printing Ink Co., of which he is Vice-president and General Manager. Because of this move on his part, the business of The Ault Printing Ink Co. will be discontinued, but orders for their well known brand of inks will be executed by The Jaenecke Printing Ink Co., Newark, N. J.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

IN the July installment of this department of the National Printer-Journalist there appeared a pertinent paragraph from the Grant County (Wisconsin) Herald, written by Verne S. Pease (now manager of the service department of the Associated Farm Papers of Chicago) touching upon the subject of free publicity through the newspapers. I am sure that every newspaper man who took the time to read the little editorial must have heartily agreed with all that Brother Pease expressed therein. And now I am moved to refer to the subject again, because during the month just passed (July) many newspapers of my state (Wisconsin) have been called upon by one of the wealthiest nations in the world to give certain free publicity, which to the National Civil Service Commission is of the utmost value and importance.

The matters on which the Commission has been asking for charitable advertising from the Wisconsin press are the examinations for fourth-class postmasters and the need of more male stenographers, and the well-worded appeal winds up with this surprising statement:

"The Commission has no appropriation out of which to pay for advertising, but it is believed that this matter will be of sufficient interest to your readers to justify you in publishing it as an item of news."

Now, is it not exceedingly strange that large sums are annually appropriated for almost every other purpose imaginable, on the part of the government, but when it comes to advertising, this great United States of America hasn't one cent to spend?—or, at least, it hasn't provided its Civil Service Commission with a cent for such purpose.

Just as in the case of the Normal School at Platteville, Wisconsin, mentioned by Brother Pease, the Commission is provided with funds to pay for its every other necessity, but for its advertising, without which it must be greatly hampered in the full accomplishment of its purposes, if not rendered actually powerless—for this widely recognized business essential, mark you, the United States Civil Service Commission is compelled to go begging among one of the most poorly paid professions in the country.

It is immaterial that the matters which the Commission desires promulgated are of much interest to readers of the newspapers—this alone is not sufficient reason to entitle such matters to free publication, for it is universally conceded that practically all of the many subjects exploited through the paid advertising columns of the press are of great interest to the masses. What is of more interest to my readers, for instance, than the full-page announcements of special sales at one of the leading stores of my home town? Yet, does the home merchant expect me to maintain a printing plant, hire help, pay rents, taxes, insurance and interest, and go to all of the trouble and expense of editing and printing a newspaper, just for the privilege of setting up and publishing his announcements for nothing? Nor would the home merchant, be he ever so much of a tight-waddo, have the audacity to suggest that I ought to run his ad free, because that which he has to sell the dear people therein is of much interest to them.

The idea is unreasonable—I came near saying "unthinkable." And yet that is the daring presumption which the United States Civil Service Commission is forced to make. It looks to me, as it must look to any man possessed of ordinary reason, that it were high time governments, both state and national, took a tumble to themselves and begun to deal squarely with the most noble calling in the land. Surely, men in other vocations are not asked to contribute of their stocks in trade toward the furtherance of government business; then why should newspaper men be asked to do so?

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[The cuts for this department were unfortunately delayed, making it necessary to hold the remainder of the matter for the October issue.]

The Countryside

TABLE OF CONTENTS—SEPTEMBER, 1914

About Liability Insurance for Printing Offices 659
Advertising of Electric and Telephone Companies 647
Advertising Gaining 633
Armaments do not Secure Peace. 629
Broadening Use of Publicity, The 627
Business Management — Weedy Business; The H. B. Claflin Co. Failure; "The Whole World Loves a Lover"; Business at Washington; The Most Important Thing about a Ship. 635-637
Business Notes 670
Cash in Advance 648
Convention of the United Typothetae and Franklin Clubs of America 633
Cost and Security 645
Cucumber and Buttermilk 665
"Easy to Read and Worth Reading." 631
Editorials—
Honest, Clean Advertising; Shortage of Print Paper; One Million Dollars to Advertise a City; Newspaper Postal Rate Matters in Canada; Censoring Advertising; Work of Newspapers for Schools; European War ; All the World Neighbors; Losses and Opportunities; Office Arrangement and Economy 650-652
Education in Advertising—
"Agent of Economy"—"Being Prepared"; Advertising an Agent of Economy and Business Promotion; "Being Prepared." 661-662
Every Newspaper Man's Support Deserved 662
Example of Topeka 648
Farmers as Advertisers 645
Freeman's Farmer 659
Horace Greeley 629
I. T. U. Course of Instruction in Printing 649
E. St. Elmo Lewis becomes General Manager of the Art Metal Construction Company 664
Madness of the Monarchs, The.. 630
More Necessary than Baby's Shirt 659
National Amateur Press Association 638
Newspaper Criticisms 671
Novel and Pleasing Book Mark. 641
Of Great Benefit 665
Opportunity of the Members of the National Editorial Association, The 642
Parking by South Dakota Editors—
At Ruskin; Resolutions Adopted; Plan of the N. E. A. Ad Committee Commended; Opposed to Government Printing Envelopes; Honest Circulation Statements Favored; County and District Organizations Endorsed; Thanks Returned; Social Scene at Lunch; Several Speeches; Corn Palace Lauded 631-633
Thomas J. Porch 666
Printer's Appeal for Pardon, A. 666
Proper Advertising 634
Psychology of Advertising, The. 637
Putting in a Cost System Efficiently—
Registers the Proprietor's Will; Get at the Real Costs Fearlessly; Consider the Man; The Man Power; Value of Enthusiasm; Nine Advantages of Cost System; Starting Cost System—The Expert Pays His Way; Rational, Workable System; Three Kinds of Costs; Accurate Knowledge—Definite Standards—Getting at Causes; Search Out Details—Take Care of Losses, and Profits will Take Care of Themselves; Charting of Processes; Departmentizing; Nine Things a Cost System should Show or Do; Cost Keeping not a Fad but a Necessity 639-641
David Ramaley, Deceased—
An Editor at Twenty; Reporter on Pioneer; Connected with Dispatch; Published A. O. U. W. Guide; Three Sons Survive 663-664
Real Estate Men Should Advertise 646
Recollections of the Civil War.. 628
Review of Job Printing 653
Saner, Happier View, The—
America Happily Situated; Friendly Neutrality First Duty; Blessed with Abundant Harvests; Completion of Panama Canal Providential; the War Caused by Unrest; America's Opportunity; No Room for Pessimism 644
Sincerity 633
Singing Printing Press, The 662
Subscribers Getting More than They Pay For 652
Tentative Program for Ninth Annual Convention of the Federation of Trade Press Associations—
Editorial Symposium; Circulation Symposium; Advertising Symposium; Subscribers' and Advertisers' Mass Meeting; Annual Banquet; Publishers' Symposium; Final Business Session 668-670
Topeka Publisher Named for Governor 644
Vocational Training—Printing... 625
Voluntary Words of Appreciation from Highest Authority..... 638
What do You think of this Ad and the Prices? 649
"Who Pays the Advertising Bills?"—
A Convincing Illustration.... 660
Work for Public Health 647

INDEX TO ADVERTISEMENTS

Acme Staple Machine Co. 620
American Embossing Co. 674
Argus Pressclipping Bureau..... 623
Autopress Company, The 617
Barnhart Bros. & Spindler..... 619
Barnes-Crosby Co. 612
Books for Printers 678-9
Butler Paper Co., J. W..... 609
Duplex Printing Press Co. 613
Denham Costfinding Co. 677
Federation of Trade Press Assns. 622
Gatchel and Manning 616
Globe Eng. & Electrotype Co.. 619
Goss Printing Press Co. 624
Hamilton Mfg. Co. 615
Houghton Mifflin Co. 676
International Typesetting Machine Co. .....Cover
Jaenecke Printing Ink Co., The. 616
Johnson Mfg. Co., C. I. 610
Keystone Type Foundry..... 674
Levey Co., Fredk. H. 620
Megill, E. L. 674
Mergenthaler Linotype Co. 611
Miller Saw Trimmer 675
National Automatic Press Co.... 623
Novelty News, The 674
Okie Co., F. E. 680
Oswald Publishing Co. 676
Queen City Printing Ink Co. ... 614
Raithby, Lawrence & Co., Ltd. 677
Roosen Company, H. D. ....Cover
Rouse & Co., H. B. 623
Royle & Sons, John 623
Sheasgreen, Ed. E. 675
Syracuse Smelting Works..... 620
Typo Mercantile Agency, The... 675
U. T. A. Convention 618
Wanner Machinery Co. 623
Wants and For Sale 674
Weekly Printing Trade News... 677
Wood & Nathan..... 621

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order

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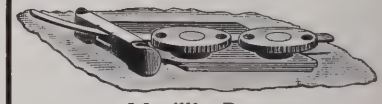

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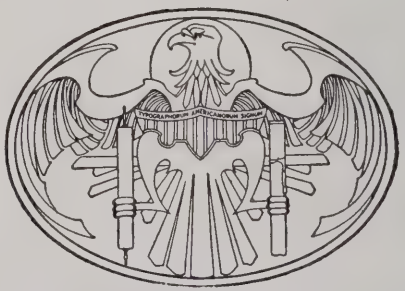

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In plan the book follows the natural evolution in newspaper work and the development of the student's mind. From the simple work accorded a beginner it progresses steadily to the forms assigned only to tried and trusted men. Throughout the work the student is shown, not only the things to do, but the why of it and the standards set are those of the average newspaper office, the one in which 90 per cent of all students will have to do the work for which they are preparing themselves. The mechanical side of the newspaper has not been forgotten, and the book is more profusely illustrated than any other work that has yet appeared on the same subject. The illustrations are an essential part of the text. 8vo. Cloth. 300 pages. Illustrated. $1.75; by mail, $1.85.

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Branch Office:
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LONDON, E. C., ENGLAND

127 South Second Street
PHILADELPHIA, U. S. A.

F. E. OKIE, President
F. B. OKIE, Sec'y. and Treas

The Sun Never Sets on Our 40 Cent Ink. It is used all over the world. It has the best value for the price of any black ink on the market. It is a 75c ink trimmed down to meet popular demands. All its value is there and the printer gets it. Our 25c magazine black is built on the same lines, has the same fine working qualities. We have cover inks that cover. White that is white. Specify 1061 Red for the finest brilliant red ink made. Black Diamond News, cleanest news on the market.

National Printer-Journalist Directory

Of Reliable Houses in Ink, Paper, Type, Printing Machinery and Supplies, and Related Lines.

RATES: One line one year, three dollars; each additional line, two dollars; twenty-five cents a line single insertion.

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GARNER THOMAS & Co., Mfr's., 181 William St., and 22 Spruce St., New York, N. Y.

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DEXTER FOLDER Co., 200 Fifth Ave., New York; 315 Dearborn St., Chicago; 185 Summer St., Boston. Factory, Pearl River, New York.

BROWN FOLDING MACHINE Co., Erie, Pa.

NATIONAL MACHINERY Co., Hartford, Conn.

Ink Manufacturers

THE QUEEN CITY PRINTING INK Co., Cincinnati; Chicago, Boston, Philadelphia.

SIGMUND ULLMAN Co., New York City, and Chicago, Ill.

THALMANN PRINTING INK Co., St. Louis, Mo. Branches—Chicago, Kansas City, Omaha, Dallas.

BUFFALO PRINTING INK Co., Buffalo, New York.

THE AULT & WIBORG Co., Cincinnati; New York, Chicago, St. Louis, Buffalo, etc.

F. E. OKIE Co., 124 Kenton Place, Philadelphia, Pa.

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AMERICAN TYPE FOUNDERS Co. (See Type Founders.)

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BUCKNOR LINO-TYPEWRITER Co., Oakland, Cal. Typewriter and Linotype keyboard (for printers and Linotype operators). You've wanted it for years! Here it is! Cash or payments.

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AMERICAN TYPE FOUNDERS Co. (See Type Founders.)

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AMERICAN TYPE FOUNDERS Co. (See Type Founders.)

THE CHANDLER & PRICE Co., Cleveland, Ohio. Mfrs. of the celebrated C. & P. Gordon Press.

BABCOCK PRINTING PRESS AND MANUFACTURING Co., THE, New London, Conn. Barnhart Bros. & Spindler, general western agents, 183-187 Monroe St., Chicago.

DUPLEX PRINTING PRESS Co., Battle Creek, Mich. Flat-bed perfecting presses.

MIEHLE PRINTING PRESS AND MANUFACTURING Co., main office and factory, 14th and Robey Sts., Chicago.

GOSS PRINTING PRESS Co., Sixteenth and Ashland Ave., Chicago, Manufacturers of newspaper perfecting presses and special rotary printing machinery.

C. B. COTTRELL & SONS, 41 Park Row, New York. 279 Dearborn St., Chicago, Ill.

CHALLENGE MACHINERY Co., Grand Haven, Mich. Mfr's Stonemetx Two-Revolution Presses.

WALTER SCOTT & Co., Plainfield, N. J.

KEYSTONE TYPE FOUNDRY, Philadelphia, New York, Chicago, Detroit, Atlanta, San Francisco. Selling Agents for Cottrell Two-Revolution and Drum Cylinder Presses.

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AMERICAN TYPE FOUNDERS Co. (See Type Founders.)

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AMERICAN TYPE FOUNDERS Co. (See Type Founders.)

C. FRANK BOUGHTON, Successor to Van Allen & Boughton, 17-23 Rose Street, New York. Rebuilt Printing Presses of standard makes. I own what I offer for sale and guarantee efficiency. Illustrations and details will be furnished on application.

F. WESEL MANUFACTURING Co., 70-80 Cranberry St., Brooklyn, New York.

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SANDERS ENGRAVING Co. 721 Olive St., St. Louis, Mo.

GATCHEL & MANNING, 27-41 S. Sixth St., Philadelphia, Pa.

MANZ ENGRAVING COMPANY, E. Ravenswood Park and Irving Park Boul. Sales Office, 75 Monroe St., Chicago, Ill.

JUERGENS BROS. Co., 167 Adams St., Chicago, Ill.

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WOOD & NATHAN Co., 1 Madison Ave., New York, N. Y.

LANSTON MONOTYPE Co., 1231 Callowhill St., Philadelphia, Pa.

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AMERICAN TYPE FOUNDERS Co., original designs, greatest output, most complete selection. Send to nearest house for latest type specimens. Houses—Boston, 270 Congress St.; New York, 2 Duane St.; Philadelphia, 17 S. Sixth St.; Baltimore, 215 Guilford Ave.; Richmond, 1320 E. Franklin St.; Buffalo, 45 N. Division St.; Pittsburgh, 323 Third Ave.; Cleveland, 15 St. Clair Ave., N. E.; Cincinnati, 646 Main St.; St. Louis, 23 S. Ninth St.; Chicago, 210 W. Monroe St.; Detroit, 43 W. Congress St.; Kansas City, 602 Delaware St.; Minneapolis, 419 Fourth St., So.; Denver, 1621 Blake St.; Dallas, 2024 Commerce St.; Los Angeles, 121 N. Broadway; San Francisco, 820 Mission St.; Portland, 92 Front St.; Spokane, 340 Sprague Ave.; Vancouver, 1086 Homer Ave.

BARNHARDT BROS. & SPINDLER, Chicago, New York City; Washington, D. C.; Kansas City, Mo.; St. Louis, Mo.; St. Paul, Minn.; Omaha, Nebr.; Dallas, Texas; Seattle, Wash.

KEYSTONE TYPE FOUNDRY, Philadelphia New York, Chicago, Detroit, Atlanta San Francisco.

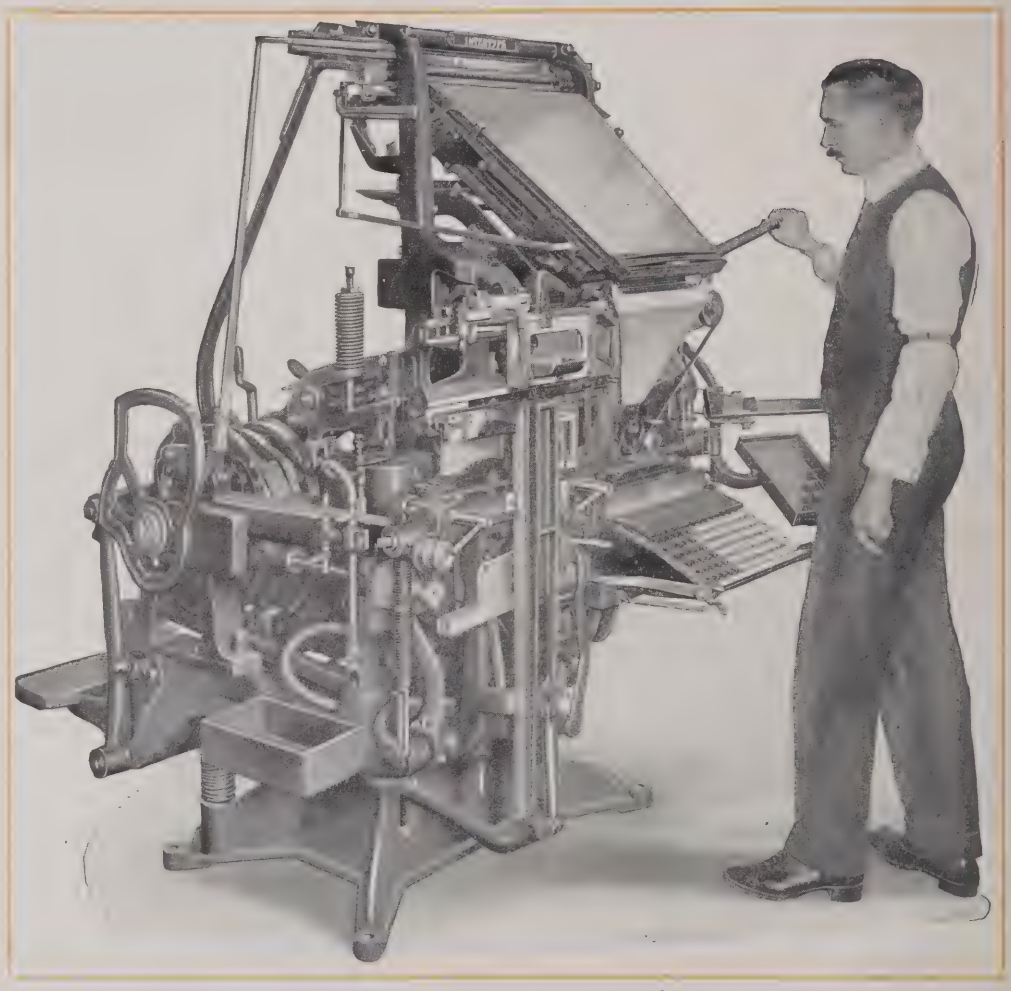
Type Metals

St., New York City, Brooklyn Borough.

SYRACUSE SMELTING WORKS, 149 Jewell

Quick Changes

WITHOUT COMPLEX MECHANISM



MODEL B INTERTYPE

The operator makes a change of magazine on this Intertype quicker than a compositor can change his stick and case.

SIMPLICITY AND SPEED

PLUS

VERSATILITY

INTERNATIONAL TYPESETTING MACHINE CO.

WORLD BUILDING, NEW YORK

CHICAGO: Rand-McNally Bldg. SAN FRANCISCO: 86 Third St. NEW ORLEANS: 316 Carondelet St.

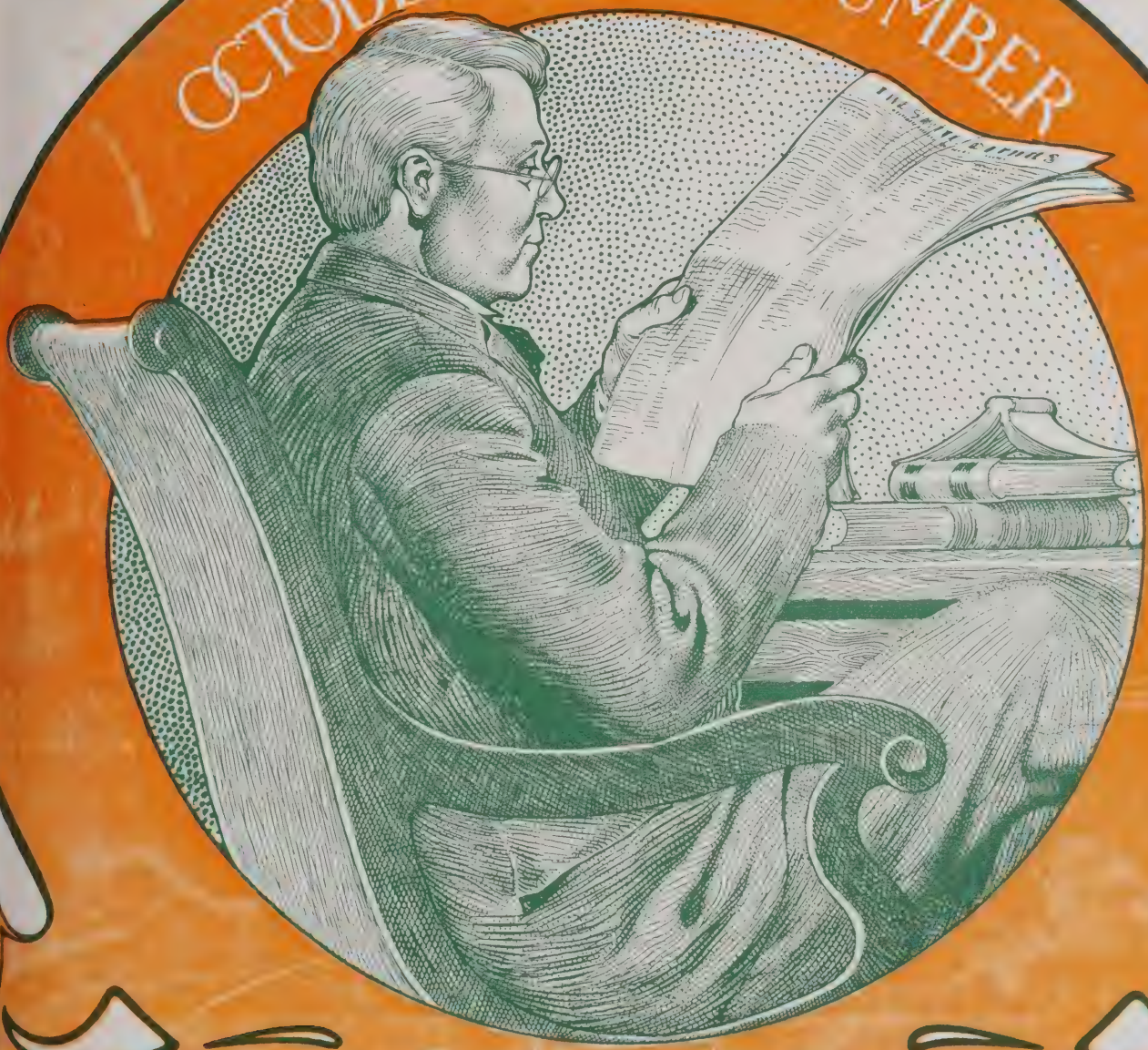
OF THE
12 OCT 1914

NATIONAL PRINTER JOURNALIST

Ten Cardinal Principles—The Business Press and The Newspaper.

Subscription and Advertising—Human Interest and Service.

OCTOBER NUMBER



Volume 32
No. 10

1914

Chicago, Ill.

THE FOREIGN WAR

Has Curtailed the Supply of many Colors Used in the Manufacture of

PRINTING INKS

We have, however, a good supply of all colors in stock and can give your inquiries prompt and careful attention

PROGRESSIVE PRINTERS USE

ROOSEN INKS

H. D. ROOSEN COMPANY

78-84 Twentieth St.
Brooklyn, N. Y.

619 South Clark St.
Chicago, Ill.

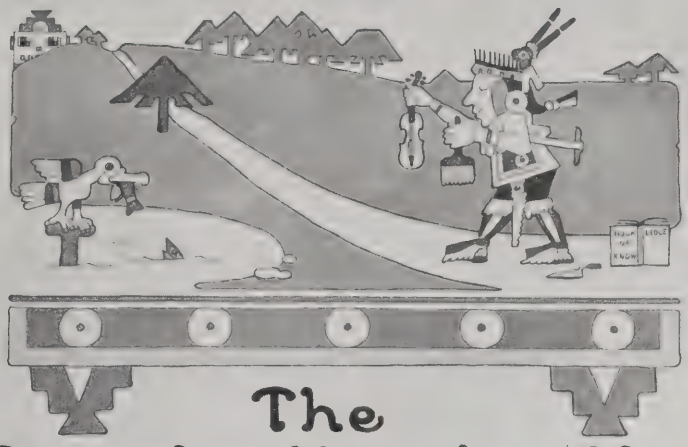
Branches in all principal cities

"When I Need Book Paper I Buy 'Warren's Standards' Therefore I KNOW"

—

"Warren's Standards" are "Butler Brands"

BUTLER·BRANDS PAPER THE BEST



The Standardization Idea *versus the* "Jack of all trades" Policy

THE Kingfisher is a fine example of the specialist. Ever watch him? Perched on a limb he sits like a statue with his sharp eyes glued to the water and the moment an unwary fish comes to the surface to bask in the sun, down darts Mr. Kingfisher, then off with his prize. He fishes for his livelihood. He can do fishing better than anything else and he sticks to it.

On the other hand, here is the Jack of all Trades—Master of None. He believes there is nothing he cannot do as well as anybody else, but you know better. When you want something done as well as it can be done, you employ a specialist, one who has standardized his work. You know that knowledge, experience and concentration make for perfection.

S. D. Warren & Co. are the Book paper specialists who have standardized their products. Under their plan of making Coated and Uncoated Book paper, you get greater uniformity, more printworthy and therefore more desirable paper. Their mills are not factories simply grinding out so much tonnage every day without fixed standards or policy.

Grief generally attends speculation. Why not decide now to learn just what there is of worth in this "Standardization Idea" to you. "Warren's Standards" are "Butler Brands." We would like to tell you about them.

Distributors of "Warren's Standards" and other "Butler Brands"

STANDARD PAPER CO.	Milwaukee, Wis.
MISSOURI-INTERSTATE PAPER CO.	Kansas City, Mo.
MISSISSIPPI VALLEY PAPER CO.	St. Louis, Mo.
SOUTHWESTERN PAPER CO.	Dallas, Texas
SOUTHWESTERN PAPER CO.	Houston, Texas
PACIFIC COAST PAPER CO.	San Francisco, Cal.
SIERRA PAPER CO.	Los Angeles, Cal.
CENTRAL MICHIGAN PAPER CO.	Grand Rapids, Mich.
MUTUAL PAPER CO.	Seattle, Wash.
AMERICAN TYPE FOUNDERS CO.	Spokane, Wash.
NATIONAL PAPER & TYPE CO. (Export only)	New York City
NATIONAL PAPER & TYPE CO.	Havana, Cuba
NATIONAL PAPER & TYPE CO.	City of Mexico, Mexico
NATIONAL PAPER & TYPE CO.	Monterey, Mexico
NATIONAL PAPER & TYPE CO.	Guadalajara, Mexico

J.W. Butler Paper Co.

ESTABLISHED 1844 — Chicago.

Johnsonized Printers' Rollers

ROLLER DEPARTMENT

WE have been manufacturing composition inking rollers for the use of printers for twenty years. This experience has given us valuable information, which we try to use in turning out satisfactory rollers.

All "Johnsonized" presses are equipped with "Johnsonized" rollers, when shipped from here; and we have been able to hold almost all of the users of "Johnsonized Machinery" as roller customers.

EVERY ROLLER IS GUARANTEED
BETTER TRY "JOHNSONIZED ROLLERS"

C. I. Johnson Mfg. Company

St. Paul, Minnesota

THIS ADV. SET IN HANSEN CASLON LIGHT FACE AND FULL FACE STRAND BORDER

THIRD PATENT SUIT

LINOTYPE VS. INTERTYPE

We desire to announce that we have instituted a third action in the United States District Court of the Eastern District of New York against the International Typesetting Machine Company (manufacturers of the Intertype) for infringement of the following United States Letters Patent:

W. S. Coe	No.	619,393
Isaiah Hall	"	665,212
Isaiah Hall	"	665,326
J. R. Rogers	"	740,470
J. M. Cooney and H. L. Totten	"	759,501
P. T. Dodge	"	761,289
H. A. Agricola, Jr.	"	789,646
J. R. Rogers	"	792,851
P. T. Dodge	"	797,412
T. S. Homans	"	825,054
D. S. Kennedy	"	888,176
J. R. Rogers	"	945,608
D. S. Kennedy	"	1,104,512

We have recently announced a first and second action, now pending, in the United States Court of the Southern District of New York, brought by us against the International Typesetting Machine Company for infringement of the following United States Letters Patent:

	No.	614,229	No.	757,648
	"	614,230	"	758,103
Reissue	"	13,489	"	759,501
	"	586,337	"	787,821
	"	619,441	"	797,412
	"	630,112	"	797,436
	"	643,289	"	824,659
	"	661,386	"	826,593
	"	718,781	"	830,436
	"	719,436	"	837,227
	"	734,746	"	848,338
	"	739,591	"	888,402
	"	739,996	"	925,843
	"	746,415	"	955,681

MERGENTHALER LINOTYPE COMPANY

Tribune Building, New York, N. Y.

Here Are a Few Barnes-Crosby Ideas Applied To Its Own Business

DURING the past year Barnes-Crosby Company has done more advertising than all the other engraving interests in the country put together.

In newspapers, magazines and by direct mailing of booklets and folders, it has succeeded in doing for itself just what it can do for you and for any man with something to sell.

The pictures which border this page show a part of the folders, portfolios and booklets which have been issued by Barnes-Crosby Company during the past year—to spread the message of good engraving and good illustrating to every advertiser in the country.

We have a small quantity of each of the booklets we have shown which will be sent to you upon the receipt of your request, written on your own letterhead.

Day and Night Service

Barnes-Crosby Company

E. W. HOUSER, President

Artists : Engravers : Catalog and Color Plate Makers

226 W. Madison St., Chicago 11th and Locust Sts., St. Louis

Branch Offices in Principal Cities

Dependable
Printers' Rollers
are what you want

If you do not know the
BUCKIE PRINTERS' ROLLERS
You do not know the best

We supply more printers' rollers to the printing trade of Chicago, than is supplied by all of the other roller manufacturers combined

If you are not using
BUCKIE PRINTERS' ROLLERS
you are not obtaining the best efficiency from your plant

We can afford you a quick and dependable service. The price is the lowest commensurate of quality

LET US DEMONSTRATE OUR CLAIMS
ON YOUR WINTER ROLLERS

The Buckie
Printers' Roller Co.

714-716 South Clark Street
Chicago, Illinois

BRANCHES—ST. LOUIS, ST. PAUL, DETROIT

SHERMAN
Half-Tone Black

PER LB. 35 CENTS

It is low in price, but high in efficiency

Prints and dries out a dense black
Works Clean
Will not fill up your engravings
Lays smooth
Will not pick
Does not offset
Dries hard and will not rub
Has greatest covering capacity per pound

35c in 100 pound lots
40c in 50 pound lots
45c in 25 pound lots
50c in less quantities

Good enough for best work and cheap enough for ordinary use

This ink will prove the equal in results to any half-tone black sold, by any house at any price

It is being used extensively throughout the country and we have yet to find anyone who is not thoroughly satisfied

To any printer desiring to demonstrate our claims for this ink, we will be glad to send a working sample at our expense

The Buckie
Printers' Ink Co.

714-716 South Clark Street
Chicago, Illinois

BRANCHES—ST. LOUIS, ST. PAUL, DETROIT

Have You Made Your Arrangements *to* Attend The Big Printers' Convention *at* New York October 6, 7, 8?

A WONDERFUL Programme of Ten-Minute Addresses; an Entertainment Programme (free of charge to visitors) which will show the sights of the Great City and will include a night at the immense Hippodrome and a Ball and Dinner at the famous Waldorf-Astoria Hotel.

Printers and members of the allied trades in all sections of the country have made hotel reservations and you will have the time of your life if you are one of those who will attend what will perhaps be the greatest gathering of printers ever held in America. Write or telegraph for hotel reservations to the

GENERAL COMMITTEE, 147 Fourth Avenue, NEW YORK CITY

HAMILTON FURNITURE

IN WOOD AND PRESSED STEEL CONSTRUCTION

THE STANDARD EVERYWHERE

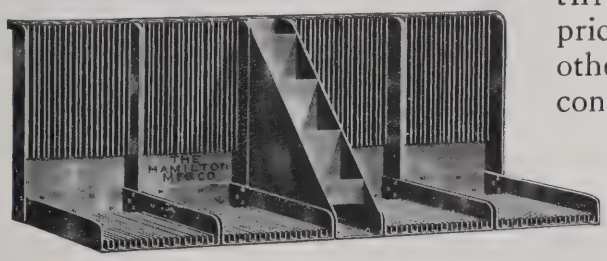
**Hamilton Unit-Style Steel Chase Rack
No. 941. Price, $10.00
Capacity, 10 Chases.**

NEARLY EVERY PRINTER in the civilized world uses Hamilton Wood Furniture. We want every printer to become acquainted with Hamilton Steel Furniture also. The printer buying for the future buys steel because it will not only last a business lifetime, but it is also vermin-proof, fire-resisting and embodies the latest improvements in design and construction.

As an introductory article which every printer, large and small, can use, we are offering our new Unit-Style Chase Rack. Each unit in this rack holds 10 chases. It will fit into almost any office and can be placed wherever desired. It takes a small amount of room and is made in a convenient size so that chases can be placed about the composing-room in the most convenient position.

**Hamilton Unit-Style Chase Bar
Holder No. 941-B.
Price, $10.00.**

This chase rack being made of heavy steel, approximately 1/8 of an inch in thickness, is extremely durable and will last indefinitely under the most severe usage. This is a piece of furniture that you need in your plant. It will help to clean up the room and no doubt will replace some badly damaged piece of equipment now being used for the purpose. One of the big features of this rack is that the chase does not need to be lifted over 1/4 of an inch from the floor. This in itself is an advantage that will appeal to your workmen and also reduce the chances of pieing the form. It is all steel throughout, but the price is lower than any other chase rack ever offered in wood or steel construction.



**Four sections No. 941 and one section No. 941-B assembled.
Price of five sections as shown, $50.00.**

Order one to-day from your nearest dealer and thus join the army of progressive printers who have commenced the use of Hamilton Steel Furniture in their plants.

THE HAMILTON MANUFACTURING CO.

Main Offices and Factories, TWO RIVERS, WIS. Eastern Office and Warehouse, RAHWAY, N. J.

HAMILTON GOODS ARE CARRIED IN STOCK AND SOLD BY ALL PROMINENT TYPEFOUNDERS AND DEALERS EVERYWHERE

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer

"Globetypes" are machine etched halftones and electros from halftones by an exclusive process Nickelsteel "Globetypes" are the supreme achievement in duplicating printing plates.

DESIGNS
DRAWINGS
HALFTONES
ZINC ETCHINGS
WOOD & WAX
ENGRAVINGS
COLOR PLATES
NICKEL-STEEL
ELECTROTYPES

THE HOME OF THE
GLOBE ENGRAVING & ELECTROTYPE CO.
701-721 S. DEARBORN ST.
CHICAGO

Telephone, Harrison 5260-5261-5262 All Departments

This NICKELSTEEL "GLOBETYPE" has been used in every issue of the National Printer-Journalist since October, 1912. Note that the printing quality does not showperceptible deterioration.

FRED'K H. LEVEY CO.
NEW YORK
MANUFACTURERS OF
HIGH GRADE
PRINTING INKS

WE make a specialty of Inks for Magazine and Catalogue work. *The Ladies' Home Journal, Saturday Evening Post, Scribners, McClures, Cosmopolitan, Woman's Home Companion, Strand, American, Frank Leslie's Publications, Review of Reviews,* and many others, are printed with Inks made by us. Our Colored Inks for Process Printing, both wet and dry, are pronounced by Expert Printers

THE BEST MADE

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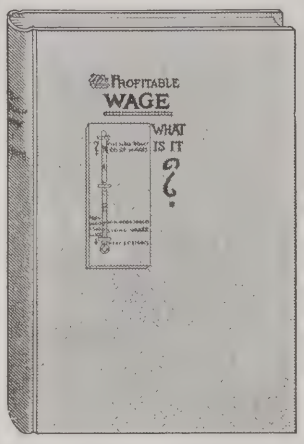

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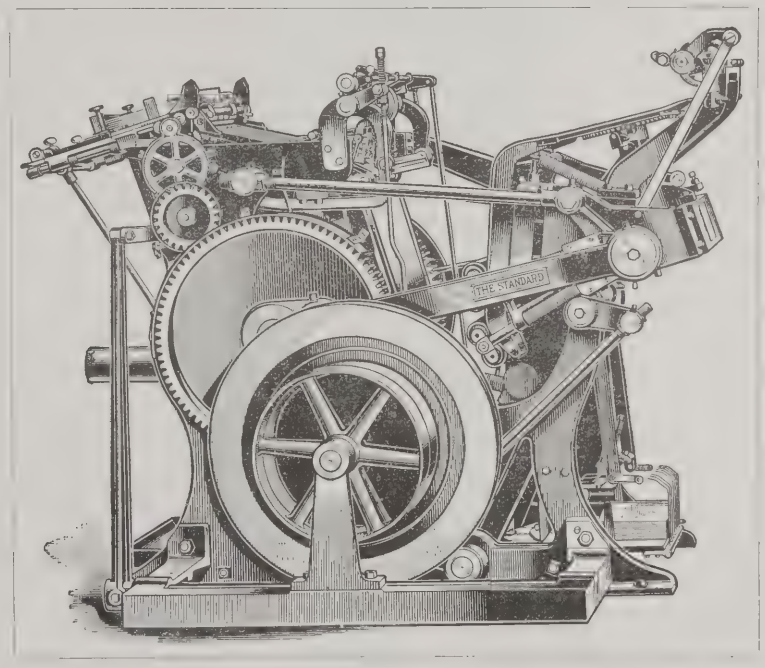

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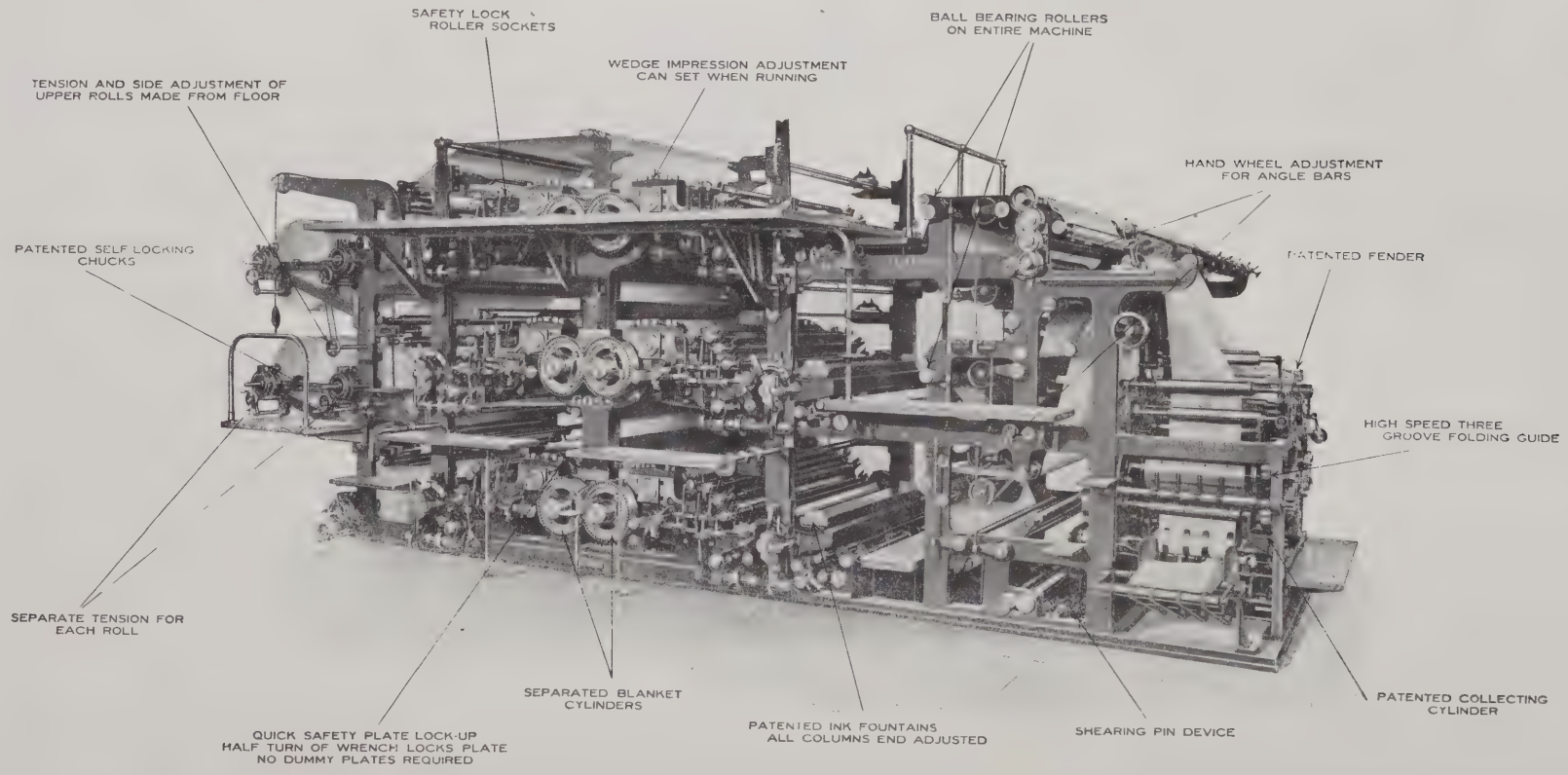
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NATIONAL PRINTER JOURNALIST

A JOURNAL FOR PRINTING AND ALLIED TRADES

Volume Thirty-Two | Chicago, October, 1914 | Number TEN

The Trade Paper and the General Press

The Formation of the Trade Press Association—Ten Important Propositions Involving Basic Truths and Principles for All Publications.

ALL journals are connected by a common bond. That bond is service to fellow beings; to the different trades, callings or industries, to communities, cities and states, in all the affairs of life, social, domestic, economic, political, governmental; human interest; business, commercial and industrial.

Men are of many employments and every different calling has many differing classes of requisite, technical knowledge; questions, difficulties and methods. To serve the different vocations and trades, a large number of journals have been originated, each helpful in the field of industrial, commercial or of other human activities to which directly devoted.

These have been greatly improved, enlarged and increased in size and numbers with the advancement of knowledge and the rapid development of the several useful and productive callings, to the growth and efficiency of which the trade papers, very largely, have contributed. These trade or technical papers have very much in common with general publications that are known as newspapers. They give the news of particular trades or callings and discuss all matters pertaining thereto that, in practice, hinge on nearly all affairs that touch human interest or advancement.

They depend, as do all modern publications, on circulations, or subscriptions and advertising, secured through service, human interest and advancement. The principles involved in the successful conduct of these publications are very nearly the same or are very closely connected with all things that are essential to the success of daily and weekly papers and especially to those designated as home papers, that might be well designated as the trade-promotion journals of their several communities or cities.

The work of the publisher and of the editor of the trade paper is more concentrated; necessarily more intense and scientific than is that of the usual or general newspapers, and for these reasons better business methods are necessarily sought and more generally reached and adopted.

For these very reasons the discussions at conventions of the earnest workers in the fields of trade papers are of great value and intense interest to all publishers.

The convention of the Federation of Trade Press Associations in Chicago, last month, will be of broadest worth. The papers presented will be of great value and interest to the readers of the National Printer-Journalist. In this connection the following from a paper read by Henry J. Bohn, editor and publisher of The Hotel World, before the Chicago Trade Press, and that largely suggested what we have written here, will be found enlightening and practically useful.

Organization First Suggested by Mr. Bohn in the National Printer-Journalist.

Mr. Bohn made reference to the history of the organization of the Trade Press Association, saying:

"Something more than twenty-five years ago I wrote a letter to the National Printer-Journalist of Chicago, then published by B. B. Herbert and Augustine Davis as the National Journalist, and at that time the only existing newspaper trade organ, in which letter I set forth the desirability of forming an association of class journal publishers. This, so far as I know, was the first and only suggestion for such an association. Within the year, as nearly as I can recollect about twenty-five years ago, or in the latter half of the eighties, I called a meeting of some Chicago trade journal men in my office, then located on the third floor of the Exchange Building, at the southeast corner of Van Buren and La Salle, where the new Fort Dearborn Hotel now stands.

* * * * * * * * * *

Value of Membership

During all these years we held various annual banquets where we had prominent guests to address us, particularly prominent representatives of the postoffice department of the government. The history of the past ten years of this association nearly all of you here are familiar with, and know personally the able officers who have been at the head of the association, such men as **Shaw, Porter and your present incumbent, Mr. Gray.**

"I cannot see here tonight any man beside myself who was present either at the borning or the meetings in the early history of this association, showing you how rapidly the personnel of the field changes; but having attended, undoubtedly, more meetings of this association than any other member in it, I wish here to state emphatically that I have never attended a meeting in all these years, whether the number present was six or sixty, that I did not feel that my time was very profitably spent and that I did not get some useful information that I turned to good use in my business, and as one who has paid every membership fee and assessment levied by this association, I consider every dollar has been a good investment. We should always remember, my fellow-members, that **what a man gets out of a book, a newspaper, trade paper, lecture or an association, depends largely upon the brains he himself puts in.** I wish to add also that the Chicago Trade Press Association has always held a high place in the estimation of United States postoffice officials at Washington, and our resolutions and recommendations on newspaper ethics and postoffice second-class mail matters have been copied in the official postoffice guide, and time and again our suggestions have been sought and adopted, and ours is the only newspaper publishers' association, so far as I know, which has been so honored. This I believe to be due to the fact that we have not been beggars for special privileges, asking only to be treated fair and square."

Ten Important Propositions.

Mr. Bohn gave the following ten propositions that are almost equally valuable to all newspapers and periodical publishers:

"No. 1—Consider first the interests of the subscriber. The interests of the subscribers must have first consideration or you cannot get or hold the advertiser, since the subscriber must pay for, read, respect and value the paper in order that the paper may have a real advertising value.

"No. 2—To subscribe to and work for truth and honesty in all departments.

To argue against this tenet would mean to convict yourself of dishonesty, and the man who would not live up to his standard without specifically subscribing to it, would not live up to it after he had subscribed to it.

"No. 3—The editor to eliminate, in so far as possible, his personal opinions from his news columns, and to make his criticisms constructive.

"No. 4—To refuse to publish "puffs," free reading notices or paid "write-ups," to keep his reading columns independent of advertising consideration, and to measure all news by this standard: "Is it real news?"

It is sometimes hard to draw the line between a complimentary item, or what some might call a puff, and a legitimate mention or valuable information. All first class journals are now eliminating entirely everything that might be called only puffery, and every reputable trade journal can subscribe to this provision. The law now demands all paid reading matter must be marked with the word "advertisement," which covers the point.

"No. 5—To decline any advertisement which has a tendency to mislead or which does not conform to business integrity.

The first class paper stands so high with its readers that every advertisement in it, as to integrity, is considered as guaranteed by the publisher. No upright publisher can, therefore, refuse to subscribe to this requirement.

"No. 6—To solicit subscriptions and advertising solely upon the merits of the publication.

I place little value on new subscriptions secured by extra inducements outside the value of the reading and advertising columns to the subscribers, and absolutely no value on renewal subscriptions by extra inducements of premium values.

"No. 7—To supply advertisers with full information regarding character and extent of circulation, including detailed circulation statements subject to proper and authentic verification.

"No. 8—To coöperate with all organizations and individuals in creative advertising.

"There can be no possible objection to this.

"No. 9—To avoid unfair competition.

This, I take it, means a sort of teamwork, which surely every publisher should further in every possible way.

"No. 10—To determine what is the highest and largest function of the field which he serves, and then to strive in every legitimate way to promote that function. * * *

"The opinions and statements in a first-class, rightly conducted trade paper are taken at one hundred per cent by its constituency. This fact may be due to the law of self-preservation, inherent conditions and compulsion, because a trade paper sinks or swims, flourishes or languishes, according to the soundness of its opinions and correctness of its statements. Because every reader is an expert in that line, therefore the trade press is sound and solid."

Getting Subscribers and Making Interested Readers

Business that is a Profession, Based on Service that Demands a Training that is Intellectual.

(Address of A. H. McQuilkin, Editor of Inland Printer, before Federation of Trade Press Associations)

WHO has not had experience with the canvasser for subscriptions? If we analyze the reasons why we subscribe to publications, we very often find ourselves in the bargain hunting class buying something because it is cheap, or because some bargain premium is acquirable with the subscription. We have a feeling of remoteness from the men responsible for the publication we have subscribed to, and we also have a feeling that we have the whip-hand and these responsible men need us readers pretty badly, or the several inducements held out to us to get our names on the lists would be much less alluring.

This attitude is observed in a modified degree in the subscribers to trade papers. There is a range of temperature in trade paper subscribers from the chill and indifferent subscriber "who takes the paper but has no time to read" to the red-hot enthusiast who is a blessing and an everflowing fount of encouragement, whose letters renewing his subscriptions are photographed, and whose example is held up in vigorous display on coated stock and his visage in halftone portraiture in the trade paper whose "every issue is worth more than a year's subscription."

The greatest study of mankind is man, and the first step in that study is a study of ourselves and an unremitting watchfulness in adjusting our responsibilities. We makers of trade papers mentally visualize the subscribers in the superficial way I have noted. But let us consider ourselves before going farther. The trade paper is a business paper—and particularly a specialized, concentrated business paper. The broad principles of good business are supposed to dominate it. But what do we mean by good business? Mr. Louis Brandeis has written a book—Business—a profession, the dominant note of which expresses the conception of business to be the service which men do each other as against the idea of business as the methods by which they do each other.

Taking this as a lead in circulation work of trade papers, we will find encouragement for visions we have sustained without risk of writing ourselves down as visionaries.

The peculiar characteristics of a profession as distinguished from other occupations, Mr. Brandeis takes to be these:

First.—A profession is an occupation for which the necessary preliminary training is intellectual in character, involving knowledge, and to some extent learning, as distinguished from mere skill.

Second.—It is an occupation which is pursued largely for others and not merely for one's self.

Third.—It is an occupation in which the amount of financial returns is not the accepted measure of success.

And Mr. Brandeis asks if these characteristics are not found today in business worthily pursued. This question impinges directly on the question of the circulation of the trade paper. The trade paper is the quintessence of a specific industry. What it gives to that industry—not what it takes out of it—is the true measure of its success.

Considering the amount of free service, promotion work, the caliber of the men devoted to the publication, the numerous and vexatious details and the unremitting vigilance, trade paper publishing assuredly comes at least into the third classifications of what Mr. Brandeis conceives to be a profession.

This makes incumbent upon the editor a quality of personal devotion to the industry he represents that as it is sustained and waxes or wanes is reflected in the publication.

The circulation manager and his agents and canvassers may get in subscribers, but it is the editor's work to make readers of the subscribers, and reading subscribers are renewing subscribers.

A. H. McQuilkin, Editor Inland Printer.

The editor and the advertisers are usually in briskest correspondence than the editor and the subscribers, and in this the primal order and foundation principle of editorial service has become unbalanced—I will not say reversed—for the editor's place should be in and of the trade—not as a bystander, but as it were on an observation point, helping, aiding and inspiring, and being helped, aided and inspired according to his works.

The subscription agent and his subscriber cannot be supervised editorially, but there are ways in which a direct editorial communication can be sent to groups of new and old subscribers in such a way and in such a manner as to awaken their direct interest in the publication and make them feel that they and their affairs are objects of solicitude to the publication and the editor,

and that interest in them and in their affairs is not merely in their subscription money.

It is in this work of making readers that the editor's devotion requires all the aids that close study of trade conditions, broad knowledge of sound economics, persistent good temper, diplomacy and tact can give and he can acquire. What he has of good taste, fancy, humor or eloquence and grace in expression will naturally fall into the reading matter of his publication, but in his daily work of making readers out of the subscribers obtained by the canvassers he must have a vision of making co-workers for the paper—adherents of the paper. To cover the number of subscribers to a paper in this intensive way is not practicable, of course. But there are ways. By cultivating subscribers of force and individuality in various trade centers here and there over as broad a distribution of territory as the publication covers, and establishing a unity of purpose in aiding and developing the interests of the trade, these co-operators become projectors of the editorial influence and go far to make readers of the subscribers.

The pages of the publication itself must be made to speak and make readers, and not by self-praise and laudation, but through the character and quality of the articles. The editor of a trade paper is not a leader of thought—he does not claim to be such. But the nature of his business is that of an investigator placed on a vantage place, and from this he must continually be correcting his vision to see deeper and farther, and helping to regrind the spectacles of his readers so that they can see deeper and farther to make better business and bigger business in the particular line of effort that is their lifework.

There is a service work outside of the publication of the paper itself that imposes no small burden upon the enterprising publisher and editor, and from which no direct compensation is derived. This service consists in answering inquiries, looking up data, finding employment for workers, finding workers for employers, and in many other ways acting as the guardian, counsellor and friend of that industry. The responsibility of a trade paper is self-imposed, and the effort of the editor is to make its altruistic aims spread into the consciousness of the trade, so that every subscriber is a reader and every reader filled with the desire to get it in the hands of other readers.

In competition tradesmen have no fear of the man who knows his business, but they do fear the man who does not know his business. The trade paper is devoted to making men know their business. Sometimes a publisher enters a field of effort in which little if any reading is done. The task before him is to get subscribers and then make readers of them. If he succeeds in this no adequate reward in money will ever come to him in comparison with the advantage he has given to that line of human effort.

An active, persistent correspondence department is one of the most essential features in such an editorial department, and in the main this correspondence should be devoted to asking leading questions of men who know and printing the answers. This starts a convention on paper, and sifts out opinions that help the trade and help to make readers of subscribers.

The ideal way of having the advertising men and the subscription men have a sort of training school together so that an identity of vision could be obtained and unity and cohesion of action assured is appealing. There is usually a fine enthusiasm in the staff of a good trade paper, and a spirit of devotion for the development of the industry that stamps the trade paper as the most potent influence in the publication.

The opportunities of doing good work for the particular trade or profession opened to these publications by making readers is limited only by the personal devotion and ability of the editorial staff.

An eminent newspaper editor announced recently in a public address that "you readers make newspapers and newspapers are only what you make them." As this statement comes from a man who has national fame as the dominant force in a great newspaper and who is successful and looked up to, I shall not dare to be the David to this Goliath of Gath and controvert him beyond expressing the belief that if the views expressed are to be taken literally the giant is hiking down the back track and does not need any David to assail him directly. The opportunist attitude in any publication and in a trade paper particularly is the attitude of the man with no conviction. It is the attitude of the muck-racker, not the muck-raker of Colonel Roosevelt, but the muck-raker of the allegorist, John Bunyan. Having driven in the center, or hooked around the right wing or the left wing of this point of view, and avoided a frontal attack, I appeal again to that Hague Conference of honest business sense and denounce the diplomacy of the immediate dollar, a diplomacy that is feeble in the face of the advertiser and destroys readers, marshalling into the ranks mere subscribers who are too weary to draw the publication out of its scabbard of wrappers.

Let us have trade papers and editors filled with the idea of service, with vision far-sighted enough to see the possibilities of trade in seemingly barren places, and with good-will to aid men of ideas, short of collateral, to find their places without the aid of moratoriums. The trade papers are the very essence of the business life of the nation. The conditions in Europe are such that at no time in its history has American trade had a greater immediate future, and at no time in the history of the Federated Trade Press Association has its solidarity been more marked and more promising. We must preach a greater respect for printed matter by making our printed matter so valuable that it will be passed from hand to hand, and read and re-read again and again. The trade paper deals with the life-work of the men for whom it is made, and the combined influence of this Federation striving in every way to make readers and thinkers of a more intensive character in the ranks of American doers is of incalculable power.

The views I have expressed I believe in. I also know that the road pointed out is full of disappointments and disillusionments. But we are always more susceptible to the chill of disappointment than we are to the blessings that we take as a matter of course. One cancellation is a hurt too deep to be salved by three subscriptions, for we know we had that fish hooked and failed to play him, and this is a grief that only an editor can know.

The absurdity of some of the inquiries we receive may tax our patience and time, but we must be patient and always courteous, for who knows the depth to which that self-control strikes in and strengthens us to better work. One of the longest letters I ever wrote, and one of the letters in which I think I ever said the least, was in reply to an inquirer who said that he had bought a printing office at a mortgage sale and wanted to learn to print, and to "please tell him how to do it."

Advertising as an Economizer of Selling Expense

Through Increasing the Demand and Vast Saving in Salesmanship, Advertising Decreases Cost to Manufacturer, Dealer and Consumer.

By Adrian D. Joyce, General Manager, Sales and Distribution, the Sherwin-Williams Co., Cleveland.

WHO pays the cost of advertising? Is advertising an expense that could profitably be eliminated from business? These questions are being constantly discussed from all standpoints and particularly from the standpoint of social economics. Advertising, in my opinion, is a real utility and not only makes for social economy but is an educator in that it diffuses widely the most vital trade news and it is an uplifter in that it tends to raise the standard of living.

It has been brought to my attention recently that the Bureau of Corporations of the United States Government, in gathering facts concerning the whole subject of price maintenance, is investigating the contention that the millions of dollars expended by manufacturers in nationally advertising their products is a waste of money that might better be utilized in improving the quality and reducing the cost to consumers; they are trying to determine whether advertising has a rightful place in economical distribution.

I cannot speak for all classes of manufacturers, but I know that in the paint and varnish business it can be absolutely proven that advertising serves a true economic purpose by reducing the cost of getting the goods to the consumer. It does this both by saving in salesmen and saving in salesmen's time. It does not take as many salesmen nor as much time to sell a given quantity of an advertised article as it does to sell the same quantity of an article that is not advertised. In our business, advertising has developed for us a new type of salesman, viz: the salesman who can intelligently make use of our advertising helps in increasing the volume of the business. We have found that a salesman traveling without advertising to help him wastes a lot of valuable time and much expense in getting a small volume, but through the intelligent use of advertising he can often double or quadruple the volume, while his fixed expense remains approximately the same.

From this it will be seen that the average selling cost is thereby greatly reduced, for every time the turn-over is increased the average for expense is improved.

In the old days, before we advertised extensively, a very simple product of our manufacture reached the ultimate consumer in many and devious ways, and in order to create a consumer demand for the product, it was necessary for salesmen to be employed to demonstrate the particular product and to introduce it—oftentimes in a house-to-house canvass. Advertising has stepped in and replaced this cumbersome and costly method by telling of the merits of our goods in the homes of the people of the world. It has made known our "Cover the Earth" trade-mark and the names of our products, it has given both buyers and consumers a clear concept of the character of our concern and the kind of men who are behind it.

When one of our salesmen undertakes to sell our products to retailers or jobbers it is not now necessary for him to waste a lot of time in explaining just who we are, just what is our responsibility, just what is our capacity for manufacturing and just what is the character of our general output. He can cut out all of this preliminary skirmishing and get right into the real battle of selling.

One of the best selling arguments our salesmen have for the retailer is the fact that our advertising saves the time of clerks. No dealer can afford to pay his clerks to waste their time in endeavoring to convince the customer that he should buy one thing when he thinks he wants another, and it is advertising that makes the consumer want the thing that the dealer has to sell, and it is because of this fact that dealers are becoming to prefer more and more to sell only nationally advertised goods. Not only does advertising facilitate the distribution of a product by making its general selling points well known in advance of the salesman, but it goes farther and does the great work of introduction to the consumer. In our organization our advertising is intended to help consumption rather than distribution. No matter how well plans for distribution of products are thought out, unless plans for consumption of the product are even more carefully thought out, profitable business will not result.

We realize that no jobber can very long refuse to sell the thing that the retailer is continually asking for, and certainly no retailer can refuse to carry in stock the things that are constantly demanded by his customers, and it is up to us to create this demand. In creating a demand for a quality product we are not only building up sales of the particular product, but we are helping the sale of all kinds of quality products, for we are raising the desires and the ideals of the people.

The author of one of the popular books makes one of her characters say in speaking about magazine advertising:

"I learn all the new fashions before the shops begin to handle them. I received a whole copious course of instructions in household arts simply by writing for a booklet. I learned how to take off varnish, how to print, enamel, stain, and finish woodwork, and how to go over furniture by writing to the paint-makers for their booklets."

A few years ago we came to realize that we were manufacturing and regularly listing a line of goods which had splendid possibilities in a decorative sense and for which there was apparently no demand. We studied the problem and then outlined a very definite plan to develop a market for these goods. We first organized a Decorative Department composed of expert decorators who would be competent to make decorative suggestions for homes. Then we launched a campaign to advertise the decorative ideas, we took whole pages and back covers of magazines to show colored prints of room interiors and to give explanations of how these effects were produced. In these advertisements we brought out the idea of sanitation, of clean living, and proved that sanitary paints for room interiors were better and more wholesome than wall paper. We offered to supply free of charge decorative suggestions for all who might desire to refinish or redecorate. The result has been that the decorative end of our business has forged ahead more rapidly than any other department and our sale of this particular line of goods has increased by leaps and bounds.

Advertising reduces the cost of selling by keeping the demand constant the year round. The time was when

two-thirds of our business was done during the Spring of the year and the people had an idea that the only time to paint was in the Spring.

We launched a "Paint in the Fall" campaign, and as a result our Fall trade is now as great as our Spring trade. We planned a "Finish for Floors" campaign and brought out the fact that the old-fashioned carpets were unsanitary—showed how old floors could be refinished with paints and varnishes and rugs used. This made it possible and desirable for painting to be done in the winter. One scheme followed another until now the consumer paints and varnishes the year round and our products instead of being seasonable ones have an all-the-year-round demand.

We feel that we have, perhaps, made more out of advertising than some of our competitors, because we have kept exploiting our trade-mark and our name, we have kept teaching the consuming public to demand trade-mark goods, for we have learned that people have come to have confidence in the manufacturer who puts out articles under his own trade-mark, and we believe that he who adopts a trade-mark for his products has given a hostage to fortune and must keep that trade-mark good.

There is another way in which advertising helps reduce the cost of selling, and that is, by insuring a market. It is very important to a manufacturer that once he has launched a product he be assured of a continuing market, and just as fire insurance cuts down fire risks, so advertising cuts down investment risks and makes selling sure. We, in common with other modern manufacturers, must understand that we have the responsibility for selling our goods all the way through, not only to the jobber and the dealer, but the ultimate consumer, for we cannot depend upon the retailer using any great amount of salesmanship and we must supply the selling plans that will sell that consumer.

The sum total of all selling expenses is really advertising expense, for the product must be made known in some way before it can be sold at all, and whatever way is adopted for making known the merits of a product is in its last analysis advertising. It is the creating of a demand that costs money and whether this demand is created by well-thought-out advertising in trade publications or in magazines or in newspapers, or whether it is created by the personal individual work of salesmen, it is all advertising.

The great problem before concerns such as ours who are all the time studying the economics of business is to so shape up our advertising methods as to be continually decreasing the selling cost by increasing the volume. It is an important part of this problem to determine just what porportion of the selling expense can be devoted directly to advertising. From a careful analysis of our results from year to year we have arrived at a certain index figure which we believe establishes the proper proportion of selling expense which can be set aside as a definite amount for advertising expense, and in considering our advertising estimates we have this continually in mind.

I have often said that while the Sherwin-Williams Co. are liberal advertisers, yet it can be proven that their cost of advertising is less per gallon or per unit of output than any other paint or varnish manufacturer of any size in the country, PROVIDING that the other manufacturer will always put against his product all that could be properly considered as advertising.

I believe that there is no scheme of trading that has ever been thought of that can completely do away with some selling cost, but some plans are being continually worked out to keep the selling cost to the minimum. Any of these plans which increase the demand without a proportionate increase in the total selling expense, works toward automatically reducing the per cent of selling cost to sales. It is recognized by all manufacturers that their cost of advertising always decreases in direct proportion to the good reputation of the goods and the favorable standing of the manufacturer in the minds of the buyers. Right here is where advertising keeps continually reducing the selling expense, for one thing it does supremely well is to build up a goodwill for a business. Advertising not only sells a customer the particular thing advertised once, but it keeps on selling him—makes him a permanent customer—a real asset of the house. Advertising helps to standardize both the price and the product and it keeps the trade on an even keel. If properly done it does not leave over-stock on dealers' shelves, for it keeps the demand so constant that the customer uses up this year's product before it goes out of style. It has been repeatedly demonstrated that no advertising is permanently profitable unless the thing advertised has quality and merit and it is certain that the maker of dishonest goods can get along better without advertising. Given quality and merit, and in addition a trademark and the backing of responsible men we can easily appreciate that every bit of favorable publicity that can be given a product results in increasing the goodwill which is a real and tangible asset of the business.

Some one has remarked that goods which are not advertised sell so slowly that the increased cost of production and the increased cost of marketing makes it necessary to sell them quality for quality at a higher price—in other words, that buyers of unadvertised goods pay for the advertising of those which are advertised.

In times of business depression it is the manufacturers of trade-marked goods who keep going, and if you are seeking for pessimistic news you must ask those manufacturers who make flour and shoes and hats and clothing and breakfast food and paints and varnishes and who do not trade-mark their wares and who do not advertise. It used to be a trade maxim that goods well bought are half sold, but now-a-days the up-to-date merchant believes that goods well advertised are more than half sold. The ordinary store carrying a paint and varnish stock formerly turned his stock over two to two and a half times a year, but now, if he has a well-advertised trade-marked line of paints and varnishes, he will find he can turn his stock over from three to four times a year, thus getting more return on the capital invested, and creating a constantly growing demand for the goods he handles.

National advertising of trade-marked paints and varnishes has done away with the "fake" bargain-sale proposition in this business for the consumer has come to know that the price fixed on a well-established trade-marked brand is based on the value of the goods and is always fair and reasonable.

To sum the whole matter up, in taking care of the work of furnishing the supply to fill the demand and in solving the problem of getting the goods from the factory to the consumer, advertising is of great assistance, because it reduces the cost of production, reduces the cost of selling, and reduces the price to the ultimate consumer, while at the same time it standardizes the quality and the real value of the product.

How the Business Press Can Aid Its Subscribers to Develop Their Local Communities

By Elmer C. Hole, Manager American Lumberman, 431 Dearborn St., Chicago, Ill.

DO you love your business? If so, why do you love your business? Because it is a good business? Or because of the good you can do with your publication? What makes you love your publication? Because it is something like yourself? Isn't it because you desire to shape and to bring out in it those things that are dominant in your own character?

What a wonderful opportunity the publisher of today has to wield a mighty power for good! Never were trade papers better read than they are today. In making your paper better read you are making it more valuable.

The thing about the publication that interests the publisher more than anything else is to know whether it is well received—know that his subscriber, the reader, is acquainted with the train schedule and knows exactly what train will bring his favorite trade paper to his desk, and that the subscriber stands with open arms to receive the publisher's product, making it what you want it to be—an acceptable counsellor and companion of that business man.

The publisher who would make a success with his publication must put in that publication that personal element, that particular feature, that makes it have a heart with veins and arteries and nerves, a breathing personality through its pages.

He must have in those printed pages the element of humanity, so that the reader, reading it, recognizes it as some one he knows, and he must recognize too at the same time that this human personality in the paper is a leader and shows that it has the power to attract to itself the best in the trade, to mark and blaze the path of progress in that particular industry.

How do you feel about these subscribers of yours? Do you feel that you know them, that you are acquainted with their situation in life, that you appreciate them for what they are?

Do you value their friendship? Are you striving to cement that friendship, to make it closer, to draw the subscriber into an intimate relationship with your publication?

Are you endeavoring to make him feel that the publication is his "great big brother and counsellor?"

How do you feel about your subscribers collectively? Do you ever think about what an army they would be—ten thousand, twenty thousand men, a brigade of men, the best soldiers that the country could produce? Men of intelligence, men of action, men of honesty, the country's best citizens?

Suppose it were given to you to walk down the line and to meet each one of your ten thousand or twenty thousand subscribers in a single day; don't you think you would feel the responsibility of giving the very best that it is possible for you and for your men to gather together to put into these printed pages?

Something that will help this army of men to perform their work easier, to make life sweeter and better and more comfortable, to do your part in a way that will earn for you the credit that they would give to you, and place you in the position of being one of the foremost brigade commanders in all our country?

You know that responsibility brings out the best there is in a man. Sometimes I feel that our publishers do not appreciate to its full extent the opportunity that is theirs, and the responsibility that goes with it.

The advertising manager and his solicitors will tell the manufacturers and possible advertisers that one of the reasons why they should advertise is to increase the value of their product by creating for it a friendly feeling, building up a reputation, and that the money spent in advertising is placed in the savings department, and that this department is usually known as "Good Will."

What makes the good will of a publication? It is the same friendly feeling of the reader as well as the advertiser. It is the consciousness in the breast of the man that pays you the subscription price that you will give him his money's full value, and more.

The publication that I have the pleasure to represent

Elmer C. Hole, Manager American Lumberman

has inaugurated some special features, one being known as the "Community Development Movement," having for its purpose the inspiring of the merchants located in the small towns and communities throughout the country to build up their communities, sending them suggestions that tend to make their communities more pleasant, more comfortable, and bring about a better understanding among the merchants, farmers and mechanics; trying to show the merchant how to be a better merchant and how to handle the goods he should handle, so that the community shall be well supplied for all of its wants.

In doing this work we have felt that one of the best friends that we could have in the community is the local editor; that he would appreciate any suggestions that he could get as to how he could build up his community, thereby increasing the patronage of the local merchant, and the editor in turn receives a larger patronage for his paper.

We have established a department in connection with our Community Development Department that sends out bulletins to the local editor. The matter has a local flavor. It is in the same size as is the local paper.

Then we have, in order to carry the connection a little further, furnished our retail readers with prepared advertising, sending them a new set every three months, so that they would be fresh and attractive and could be used in their local papers."

We tell our subscribers to take a reasonable space in the local publication, and we tell the editor that we have told our subscribers to do so; and can't you see that we have formed another link by having a friend with our subscriber in the same town? The editor quotes the American Lumberman. He feels that it is a great paper; he tells our subscribers so, and he tells us so, too.

In addition to the Bulletin, we print in each issue of our paper in this department a box, which can be reprinted in the local paper. We tell our subscriber to take it to his local editor. That makes the editor his friend—and a powerful one he is, too. Here is a box that appeared the week before last:

"FOR YOUR EDITOR—Many editors buy articles similar to the one below and publish them at their own cost. This article was written for your editor. Ask him to print it; he will doubtless be pleased to do so. Similar articles will appear in this space from week to week.

Acknowledging Faults and Correcting Them.

The first essential and the most important step that this or any other community can make toward placing it in the front ranks of progress is to acknowledge its faults, defects and weaknesses. The next step in importance is to undertake to correct those faults, remove those defects and to strengthen the community where it is weak.

Every community like every individual should have a purpose in life, a destiny to fulfill and an ambition to fulfill it. All around us we may see prosperous and progressive communities and villages possessing facilities that we have not, communities increasing in population and wealth more rapidly than ours; and we can see on every hand evidences of advancement that, instead of arousing our envy, should stimulate us to emulation.

We can give to this community all of the qualities that we so greatly admire in others; we can bring to it the prosperity and the health that so powerfully attract population to other communities; we can educate our people to so full an understanding of our resources and so great an appreciation of the advantages of our community that they will have for it the same love and loyalty that are at the foundation of the prosperity and progress of other communities.

In all that affects the prosperity and general welfare of our community our citizens must be united in opinion as well as in interest. We are all interested in succeeding and our success as individuals is indissolubly linked with our success as a community. If we make our community what it should be we shall find it more easy to succeed in our individual undertakings and our success when once achieved will be more substantial and enduring.

Narrow, selfish interests must be subordinated to the broader and more generous interest of the community and we must exchange personal shortsight for community longsight. We must not allow the penny on its way to our personal pocket to obstruct the vision of the dollar that will fall into the community pocket. There is no place for littleness in the relation of the citizen to his community."

And here is another:

"Speak Well of Your Town."

"There are few things more discouraging than to hear a person disparaging and criticising the town in which he lives. Loyalty to the home town is one of the prerequisites of good citizenship and it is true always that the best citizen, the one who is most valuable to the community, is not the one who is constantly complaining and criticising, but is the one who, with cheery smile and pleasant work of greeting for all, always has a good word to say for the town, and if some things are displeasing, puts forth his best efforts to enlist the aid of the citizens in correcting the faults. The knocker is a mighty poor asset to the community, even though he may be a large taxpayer. The man who boosts, day in and day out, who forgets the disagreeable things and talks only of the advantages of his home town, is the one who is helping to make the town better and brighter and to add to its attractiveness, even though his bank account be small and his opportunities for helping in a financial way be limited. Let each boost for his own town and let the world know that he not only thinks it is the best town in the country, but that it actually is the best."

Another feature that we "pulled off" last year was that known as the "Junior," or "Father and Son" movement. We became convinced that one of the needs in our trade was to direct the attention of the young men to their fathers' business. So many young men leave the business of their fathers and go into other lines.

You know there is a longing in the breast of every father to have his boy close to him, to have him in the same business with him; and yet it is sadly true that so many boys and so many fathers do not understand each other, are not close together, and so the American Lumberman suggested to its friends and subscribers that at the conventions of these lumbermen they devote a part of the program to the junior.

We sent out three thousand letters to lumbermen in the United States, and without a single exception they all came back indorsing the movement; in fact, the movement soon got outside of the lumber trades.

Lumbermen became known as the leaders in their own communities. A large number of country towns, associations, churches and other organizations took it up so that it soon covered the entire country.

The city of Cleveland, Ohio, set aside a special day, as did also the city of Tacoma. Minneapolis took it up with its Y. M. C. A., and the lumbermen throughout the United States were very much impressed with the movement.

Lumbermen brought their boys to their conferences and the boys and the fathers had an enjoyable time. It warmed the fathers' hearts toward the publication, and it drew the young men toward it also—it put the human heart into the publication—broadened the usefulness of the publication—cemented the friendships of the older men—made walking advocates of the younger men.

As a result our publication has become an advisory committee on a great many subjects to these young men, and the inquirers also subscribed for the publication. Pointing out to the rising generation ways whereby they can get into closer communion the fathers with their sons, and magnifying the other's business in the eyes of the son until he is determined that from now on he will make "Dad's business the best business in the town."

It is another way of displaying your goods, your publication, before your customer and before your customer's successors, the sons of the men who are now doing business with you.

It plants your publication on a firmer foundation; it makes for permanency, for more good will, a real asset.

Our aim is not only to supply the subscriber with the best trade paper in the world, but to magnify the business of our subscriber in his own community.

A trade publication is the "shorthand" of the business that it represents, and every time you do a kind thing, every time you do a noble thing, every time you make the lives with which you come in contact sweet and better, builds you up on the inside.

Every time you do a hard job you are that much stronger to do more work, to represent better the trade to which you cater. This is that compensating law of nature that we find in all our lives.

No publisher of a paper takes all the credit for the publication. He shares with his men, and the men share with him, in the good that it accomplishes, but there has to be a guiding hand, a positive force that leads, and this is recognized by everybody, and the recognition of it does not detract a single iota from those who occupy the positions on the staff of the publication.

Do you love your business? What makes you love it? If you don't love it, don't you think you ought to love it?

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Printers' Ink and the Church

By H. C. Hotaling
(Republished from the Advance, Chicago)

[This address was given by Mr. Hotaling, President of the Minnesota Press Association and Publisher of the Mapleton, Minnesota "Enterprise," at a convention held in Mapleton, June 12, 1914. Because it is worth reading we offer it to our readers.—The Advance, Chicago.]

Twenty-five hundred years ago Ezekiel had a vision and in that vision he saw a printer who carried with him an inkhorn. This vision may have been just a dream, but if so it proves that a prophet was a good advertiser and proposed to disseminate such information as would tend to the upbuilding of the Kingdom. He did not propose to hide his light under a bushel, bury his talents of silver in the earth, or attend the wedding feast with an empty lamp. On the contrary he proposed to let his light shine so that even the city of Tyre might see its iniquity; to invest his money as did the man with five talents and reap the reward of his industry. Neither did he propose to miss the banquet at the wedding festivities by neglecting to fill his lamp with oil.

Advertising in Bible Times

But what has all this to do with printer's ink and the church? Just this much, it indicates that even back in Biblical days, centuries ago, before the invention of printing by machinery and the use of movable type, a form of publicity was used and used industriously, for in Mark 1:45, we read, "He went out and began to publish it much, to blaze the matter abroad insomuch that Jesus could no more enter the city, but was without in desert places, and they came to Him from every quarter."

This printer witnessed by Ezekiel in his vision was, perhaps, a little better off than the average printer or preacher of today, for according to the record, his raiment was of the very best. He was clad in white linen, and he carried at his side the implements of his trade, an inkhorn. He was no common clay, but a man of intelligence, learning and judgment. He was charged with a great responsibility. His position was one where he was compelled to act with a judicial mind. The God of Israel, displeased with the idolatry of his chosen people, said to this first disciple of the art preservative of which we have any record, "Go through the midst of Jerusalem and set (print) a mark upon the foreheads of the men that sigh and cry for all the abominations."

Responsibility Too Great

Suppose that the man who handles the inkhorn, or rather the two revolution press of today, should be charged with a like responsibility, with a like power of perception and insight into the hearts and lives of even those who constitute the membership of the church. What would be the result? One thing is sure he would not want to be their judge in this day when it is hard to tell the vote of the brewer from that of the Sunday-school man, when men in their ambition to amass money will forget that even a city has a soul. That you cannot get everything out of it without you put something into it. That there is such a thing as loyalty and patriotism to the city in which we live as well as to our God. He would certainly shrink from such a responsibility for its significance dawns when we learn that the man with the inkhorn is to be followed with men "armed with slaughter weapons charged to slay utterly old and young, both maids and little children and women," saving only those upon whom was found the printer's mark. "And behold, the man clothed with linen, which had the inkhorn by his side, reported the matter saying, I have done as thou commanded me." Such publicity may have been sufficient in ancient days when people relied upon couriers and word of mouth messages to learn what was transpiring, but it would be insufficient in this age of the wireless, the telephone and the telegraph. Then the population of the known world was confined to a comparatively small portion of the eastern hemisphere. Today, the whole earth is linked together by ocean cables and millions of miles of electric wires, all means for the communication of news, with great daily papers in every commercial center, equipped with double-decked presses and batteries of linotypes for the rapid dissemination thereof. Then a message might be weeks in covering a small territory. Now the people want the minute particulars, the names of the lost and saved in a great marine disaster, no matter on what portion of the world's vast ocean it may occur, in their morning's paper at the breakfast table, and they generally get it, thanks to the vigilance of the man of today with the inkhorn. In the Biblical age they traveled by donkey and camel, even made long pilgrimages on foot. Such trips today with modern means of locomotion would hardly be worth mentioning. The people were not educated, the masses were in ignorance, dependent upon the Scribes for their information. Criers went forth announcing the wedding feast. Such a custom today would be unheeded and the couriers considered fanatics. We have made vast progress and in the present age the man with the inkhorn or the printing press is within easy access of the church, and in nine cases out of ten, is willing to coöperate and assist in promoting the spread of the glad tidings, and the clergyman who does not take advantage of the columns of his local newspaper for the extension of his work is neglecting a mighty potent force for the upbuilding not only of his church but of the kingdom.

Would Christ advertise?

Some clergymen and some church people are inclined to consider advertising a church rather world-like, not quite ethical, and question if Jesus Christ were on earth, would he use the columns of the newspaper press. There is no question as to what He would do in the matter, for in Mark 5:20 we learn that the man healed of God was charged to go home to his friends and tell them how great things the Lord had accomplished for him and "he departed and began to publish in Decapolis how great things Jesus had done for him, and all men did marvel." Yet the same men, were they upon the earth today, would marvel still more at the large amount of religious matter that is being published by the secular press. The papers of today, daily and weekly, are publishing more religious news than ever before and their columns are teeming with matter uplifting in its character. We have just recently noted the Go-to-Church Sunday movement. This, without the aid of printer's ink, would have been a failure. While going to church a single Sunday is not solving the problem of decreased church attendance, which is so marked that leaders in church work have become alarmed for the future, it has been a help. Attendance is the true life of the church. If people do not attend, the pastor cannot do much toward convincing them that they should lead different lives, no matter how gifted he may be. The press is indeed a mighty power, and it is truly gratifying that it can be said, that our publications are growing cleaner and are constantly advancing to higher standards. There are hundreds of papers, country weeklies, which need the money, yet are refusing to accept liquor and other objectionable advertising, although such advertisers are not only willing to pay the highest prices but to meet their bills promptly and uncomplainingly. What other avocation is assuming as high a standard? What other line of business flatly turns down the almighty dollar, which in this age seems greater than principle? It is true there are those who cringe and falter, but thank God, they are fast growing fewer in number.

Like the man of ancient times with his inkhorn, the press today is charged with a great responsibility and the greater the paper the greater its power and likewise its responsibility. As the man clad in linen and armed with an inkhorn was given a trust to perform, so the printer-man of this age is asked to be armed and ready to publish the truth as he may see it. As an Oklahoma printer states the case, "The great need of this age is men, who are not for sale; who will not truckle to wealth nor power, but stand up for the right every time, men who are honest—sound from center to circumference—true to the heart's core—whom wealth cannot lure nor poverty drive from the path of duty; men who cannot be bought nor sold, coaxed nor flattered, cajoled nor driven from acting and maintaining what is right and just; men who will condemn wrong in high or low places—in friend or foe—in himself as well as others—men who are fearless in the cause of truth, who will stand firm 'though the heavens fall' and face death like the Roman sentinel at the gates of Pompeii; men who will stand up for principle at all times and under all circumstances—men who can tell the truth and look the world and the devil square in the eye—who neither run nor flinch in the conflict for truth—men who can have courage without shouting it, who know their message and their mission and dare tell it whether popular or unpopular—who are the same every day, and have as much religion each day in the week as they have on Sunday, and do right for the sake of right; men who are not too lazy to work, nor too proud to be poor, and want nothing but what they are entitled to; men who care more for right than riches; men who dare to call things by their right names, and face a multitude in a righteous cause—men who dare to do right and fear to do wrong; men who endeavor to make the world better by their existence, whose love of God is shown through love of man; men who dare live up to their honest convictions whether it be popular or not, and who dare to do right even if they are opposed by a multitude of foes."

It is probable that the man whom God sent out to assume so important a task as to print upon the foreheads of the people the sign which would save their lives and set them free, would be himself a man whose life and conduct had been above reproach, whose garments of white linen were spotless not only from the inkhorn which he carried at his side, but whose character was exemplary. This being the case, the original printer man could set forth to fulfill his first contract for advertising with a feeling that his circulation was all that it was represented to be, for his selection as the chosen servant of the Lord for so important a task had the approval of the Divine Master. Thus the printer of this age whose life and character is clean and spotless is in position to stand at the gates of the city and present a publication which should at least have the approval of the Christian people in its strife for a higher standard of citizenship.

The City and Citizen with a Soul

But if we are to have a press with a soul, we must first have a city with a soul, and to build such a city it is necessary as one great American writer puts it, "to have a citizen with a soul. He must be above mere respectability, self-seeking and accumulating, and his thoughts must be upon what he can put into his city, not upon what he can get out of it." How many in their zeal for promotion of the Kingdom of God here upon earth miss the right conception of the situation, overlook the Golden Rule and find in their anxiety to get more out of their home town than they put into it that they are contributing to the support of organized vice in our great cities. The way to build up a city with a soul is by taking a patriotic interest in the community in which we live, striving for its elevation along all lines of moral and social uplift.

No man can "paddle his canoe" down the stream of life by himself. It is a good thing to paddle your own canoe, but it is better to assist some one else in paddling when that some one needs you. No man can live for himself alone, for each one in a measure depends upon his neighbor. The family that is all for self will find that if they persist in this kind of life for any length of time, when adversity hits them, as it must hit every man and every family some time, they will be left to paddle for themselves.

The press is constantly in advance of the people, and by this I mean the masses of the people. There are leaders who stand out and beyond the firing line, but they are few and far between. If great results are to be accomplished there must be unity of effort between the church and the press for

"Things that do not work die,
Men that won't work vanish,
Faith without work is dead,
And work without faith is hopeless
For, by our works we are known."

The pulpit and the press are co-workers and were it not for printer's ink the cause of Christ would be greatly handicapped.

The Printer's Mark

From time immemorial the printer, when he has turned out a piece of work of which he was proud, has placed

his imprint thereon that the world might know that particular piece of printing was the work of his press—that he was proud of it and that more of the same character and standard might be obtained at the same place. There are institutions, however, that while they place their imprint upon their work, are not proud of their output and resent the presence of samples thereof in close proximity to their places of business. They even ask the policeman on the beat to see that they move on. Now the output of the church ought to be and is of such a standard that there should be no hesitancy in not only claiming the credit therefor, but advertising to the world that the blood of the Lamb saveth to the uttermost.

A printer of nation-wide reputation, Artemus Ward, was once asked, "Are you a preacher?" "No sir," he said, "but I believe in morality. I likewise believe in meetin'-houses. Show me a place where there isn't any meetin'-house, and where preachers are never seen, and I'll show you a place where old hats is stuffed into broken windows where the children air dirty and ragged, where gates have no hinges, where wimmen air slipshod, and where the map of the devil's wild land air painted upon men's shirt bosoms with tobacco juice—that's what I will show you." That's advertising that counts, that's an argument that cannot be gainsaid.

Getting People Interested

The motto of one of the most successful pastors in the great city of New York is that "whatsoever helps you in your work belongs to you, and should be adopted by you, no matter what the traditions of your calling may be." By the use of printer's ink this same pastor, Doctor Reisner, gets the people to come out and hear him and then as he put it: "I make them realize the gospel is the greatest thing in the world for their guidance and comfort. Always and ever I let people know they are listening to God's word and that it is a church they are in. This is just what the shrewd business-man does; he concentrates on getting people interested in his work or his goods, and then further concentrates to have them see that it is to their advantage to buy from him."

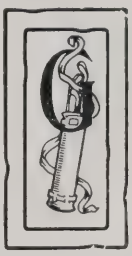
While perhaps this article may have some of the essence of the Pharisee, yet I say, get somewhere, for in the words of W. C. Homan, 'tis "the swallows, those triflers of the air—that dart in zigzag course through the atmosphere, bound nowhere in particular—just playing tag and wasting time. But the eagle—none of this lost motion for him; watch his mighty sweep across hill and valley, straight as the flight of a projectile from a modern sixteen-mile gun. See him drop in one clean sweep from the peak of the craig to the back of his quarry, just above the surface of the lake. A thousand-foot rule laid along that course would show no yard of deviation from the straight line. The eagle gets to the point—no shilly-shallying nonsense about him. He belongs to the tribe of the result-getters. That's one reason why the American nation has picked him out from all other birds as the emblem of the American spirit, which if it means anything, means getting things done—accomplishing the main issues—refusing to be side-tracked—driving to the heart of things."

And behold the man clothed with linen, which had the inkhorn by his side, reported the matter saying, "I have done as thou hast commanded me."

[We congratulate Mr. Hotaling on the fact of having his address published in one of the leading church papers of the Nation, that reaches thousands of clergymen as well as laymen. It opens the way for the newspapers to urge the value and necessity of advertising upon the pulpits.—Ed. N. P.-J.]

"The Educational Value of Advertising"

By Andrew N. Fox, Advertising Manager Benjamin Electric Mfg. Co.



CONVENTIONS are the prisms of our business life. They do not create our issues, but they analyze them for us by resolving them into their primary colors.

Special occasions confer special privileges. What would the Fourth of July be without a little flag-waving and spread-eagle. Special occasions impose special limitations. There is nothing inherently wrong in going fishing, yet when Grover Cleveland did it on Decoration Day he was roundly scored by the G. A. R. for conduct unbecoming his high office and the sacred traditions of the day. So with the occasion of our coming together. An invitation to an

Andrew N. Fox, Advertising Manager Benjamin Electric Mfg. Co., Chicago.

eighteen-minute address on the subject announced carries with it the invitation to disregard some of the usual restraints of formal discourse. On the other hand it enjoins respect for the plain proprieties of the case by not intruding upon the domains of other speakers who are to follow:

We are living under a highly organized and complex social system in which two basic facts are evident: (1) men think; (2) they have material wants. In the one we have the possibility of education, in the other the necessity for commercial advertising. To hint at some of the relations between the two is the task before us If a problem clearly stated is a problem half solved we are already well along on our way if we do nothing more than keep these facts in mind.

First, let us attempt to fix the place of advertising as an economic factor.

Take from the shelf your Taussig, your Seligman, or your Ely, and you will find the economic evolution of man considered under three heads: first, productive efforts; second, wage-earning labor; third, exchange of goods.

Primitive man began by fishing and hunting. He lived on fish and the products of the chase. Extensive territories were necessary to supply him, disputes and wars were frequent, and cannibalism was common.

In the Pastoral Stage he gave himself over to the pasturing and raising of animals. In roaming about to find suitable lands for his flocks he encountered frequent collisions with others who disputed his claims. Women and children instead of being killed were often spared and made to perform the drudgery of the captors, but with increasing flocks for food, cannibalism gradually disappeared. In the third stage, the Agricultural, the tilling of the soil made labor a necessity. Men conquered in war were often retained and made to do this work—thus came development of slavery. In the next, the Handicraft Stage, man began to work with a few tools. He now used inanimate as well as animate objects. As his wants became more diversified he began to specialize, and hence "no man would make all he wanted, and no other man would want all he made," he finally began to live by an exchange of products. With the rise of extended trade or commerce, some men found it profitable to devote all of their time to the exchanging of goods which other men made, earning their competence by saving the maker the time and trouble which direct exchange would involve. This tendency was further emphasized in the Manufacturing, or Industrial Stage, in which we have the introduction of machinery run by some power other than man's.

With this preliminary it is obvious that our chief interest is to be found in the last of the three divisions named, namely the EXCHANGE OF GOODS. A few further short sentences will furnish us a clearly defined line of thought. Exchange involves (1) a diversity of objects, for there could be no advantage in exchanging duplicates; (2) a medium of exchange. The latter developed in the three stages of Barter, Money Economy, and Credit Economy. Barter, which is the most primitive, "presupposes co-incidence of desire." The man who wishes an exchange must find another man whose lack and abundance are "reciprocal to his own," but the infrequency of this coincidence soon rendered the system obsolete. In course of time men found certain things more acceptable than others. Among the ancients ornaments originally found a high place. Generally speaking, there has always almost unconsciously grown up some recognized or accepted medium, or some few things so recognized, and as they grew in acceptability they gradually took on the character of what we call "money." For the larger business of the Industrial Stage even money proved inadequate, and there was developed the credit system, involving the various instruments of checks, drafts, and bills of exchange. If in summing up we ask for the one common-sense cause back of all of the changes, we may say, it is our constantly increasing wealth, together with the diversity of our possessions on the one side, and the growing multiplicity of our wants, on the other side. These are the two outstanding facts of our modern commercial life, and together they explain the necessity and point the value of commercial advertising as a factor in the economic history of our times.

In considering the educational side of advertising, we are confronted with two aspects. One has to do with so-called education in general, the other with what we might call the education of the trade. All advertising has been defined as teaching, but not in the sense of promoting popular education. This could at best be considered one of its by-products. As most generally used, it aims at the sale of goods. In order to show, however, that even with this limited view its influence might not be inconsequential, let us linger for a moment to look at an illustration.

The oil interests originally started out by making their money off of illuminating (i. e., kerosene) and fuel oils. There was a time when a great deal of the crude oil was not refined at all, but was simply transferred and burned in furnaces, or at best was subjected to a perfunctory refining merely to get rid of some of the water. But this has changed. Oil is a mechanical and chemical mixture of a great many things with extremes represented on the one side by the explosive oils such as gasoline, and on the other by the stable products such as paraffine. The process today is to separate the crude oil into numerous fractions lying between the extremes mentioned in order to supply the market with explosive and lubricating oils now considered their most valuable products. They now make their money by placing the emphasis on products which can be used for either driving or oiling engines. As this process of separation continues, they are constantly increasing the number of by-products, and are constantly finding specialized uses for them. Another illustration may be found in the so-called By-Products Coke Industry. Men used to distill (i. e., heat in the absence of air) coal, in separate plants for separate purposes. One was a coke plant whose only product was coke for the metallurgical industries. The second was a gas plant for making coal gas to be used for illuminating and power purposes. These two industries have now been combined in the one new industry known as the By-Products Coke Industry, in which in a single process coal is distilled not only to produce coke and gas, but a large variety of by-products, including ammonia and coal tar. From the latter some two hundred other products are obtained, such as benzine, carbolic acid, pitch, and other roofing materials, together with the basic materials for a large number of dyes and colors.

A Theologian of the Middle Ages once said, "In order to understand Providence you have to read it like a Hebrew reads his Bible, from the back-end forward." At the risk of being charged with following this precedent, a few points bearing upon the intellectual life of our country may be in order. Our observations will vary, depending upon the angle of approach.

The writer who said, "In its last analysis a man's life consists of the set of ideas he carries around," was more than a poet. Rockefeller is credited with being the legal owner of some $400,000,000.00. If he were obsessed with the thought that he was a working man earning $2.00 a day, had been out of a job two months, and had received notice from the landlord that he would be thrown out of his house unless he paid his rent the beginning of the week, he might still legally hold his millions, but in reality be living the life of a pauper. The thought is not new. Rare old Ben Johnson hinted at it when King Charles sent him a belated and somewhat unsatisfactory gratuity. He returned the money with the message, "The King sends me this because he thinks I live in an alley. Go back and tell him that even though he is a king, his

soul lives in an alley." Milton goes to the length of making one of his characters say:

"The mind is its own place and in itself
Can make a heaven of hell, a hell of heaven."

What differentiates this Convention from a convention of newspaper or magazine men? Not the number of periodicals represented nor the money in the bank. It is the quality and fibre of your mentality. Goethe, with a force quite lost in any attempted translation, said, "What thou hast as an inheritance from thy fathers, earn or achieve it in order that thou mayest possess it," while Shakespeare goes on record as saying,

"There is nothing either good or bad but thinking makes it so."

DeQuincey once figured out that the average man, living the average length of life, had at his disposal a solid block of time amounting to about nine and one-half years for intellectual pursuits. Tracing man's development from early childhood, he found that third of his time had to be deducted at once for sleep, another for the various occupations which go toward making a living. If from the remainder, the amount spent in so-called recreation, pleasure, and the various duties incident to the care of the body were subtracted, the very limited amount of time indicated would be substantially all he might be said to have left to devote to the things worth while.

Carefully collected statistical data on the working man in Europe and America furnish the following figures as his average expenditure: Food, 48%; rent and light, 20%; fuel and clothing, 20%; sundries, 12%. With the increase in family income, the percentage of expenditures for food decreases, and is comparatively invariable; in other words, the demand for food is basic. The percentage of expenditure for recreation, pleasure, education, and culture increases in response to the new demands, which are relatively incidental.

In 1910 our country covered 2,973,890 square miles with an average population of 30.9. On our public schools we spent $526,250,000. The 490 odd universities and colleges, inclusive of 350 co-educational colleges and 142 colleges for men only had an income of $70,000,000, while the 108 colleges for women only had an income of $7,205,000, making a total of $603,455,000 spent on popular and liberal education. In 1870 the total number of our periodicals was 5,870; in 1906 it was 22,326; in 1913, according to Ayer's Directory, 24,537. Last year there was invested in various forms of advertising something like $800,000,000.

Let us ask ourselves a few questions. First: What would be the effect upon the public if for one year the 24,000 publications of our country were suspended? Second: What would be the result of a political propaganda extending over a presidential term of four years, if all the publications were subsidized by one of the three leading parties to the exclusion of all reference to the policies or platforms of all other parties? Third: In addition to the third of a man's life he spends in sleep, he is compelled to spend practically another third in the pursuit of what we call making a living, would the conditions under which he is compelled to do this have any bearing upon the manner and results of spending the remainder of the time at his disposal for recreational and intellectual pursuits? Has the advertising of the last decade had any appreciable influence upon home life, upon what the American people eat and drink and wear? Has it had anything to do with the prosperity of the farmer or the use of electrical apparatus? What is the difference between Roosevelt, the public character, with regular full-page spreads before the war, and Roosevelt, private citizen, since the war? How many last year's college grads would recognize the pictures of Johnson or Buchanan, former Presidents of the United States, if they were suddenly thrown upon the screen? On the other hand, how many would miss a guess on the character known in fiction as Lydia E. Pinkham, or the stolid face of Gerhard Mennen, or the commanding figure of the Old Dutch Cleanser? What would be the effect upon industry and indirectly upon the masses, if for a period of twelve months all advertising were suddenly to disappear? Is it conceivable that any substitute would be found, or that any other agent which might be produced could be found to do its work? In 1900 there were 1,200 automobiles in the country. In January of 1914 there was one for every seventy-five of our entire population. Large credit must be given for the development of the industry to the educational value of advertising.

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Inter-Departmental Co-operation in Circulation Building

By S. T. Henry, McGraw Publishing Co., New York, before the Federation of Trade Press Associations.

Circulation managers of most business journals have until recently been peculiarly isolated in their own organizations. Indeed, the business journal on which the circulation manager has had considerable departmental co-operation is quite the exception. Such a condition seems almost paradoxical, since the first requirement in building a truly representative circulation in any specialized industry is a thorough understanding of the conditions in that industry. It is particularly surprising, also, to find that few business journal editors have extended to their circulation managers any of their intimate knowledge of their respective fields.

A legion of reasons might be given for the failure of editors and others in a business journal organization to co-operate with the circulation manager. Lack of full appreciation of the value of such co-operation in circulation work is probably the most fundamental of these.

The results accomplished when editors and advertising men advise closely in the work of the circulation department have been immediate, direct and of great business-getting value. Such co-operation is being used very effectively by journals representing a variety of industries. In fact, the time is at hand when a business journal can make a lasting financial success only by giving the attention of its entire organization to the problems of its circulation work. On the other hand, the journal which utilizes fully the knowledge of its whole staff in securing readers may establish itself so thoroughly as almost certainly to insure business success.

Inter-departmental co-operation in circulation work will be handled in as many different ways as there are publishers of business journals. A few basic principles are, however, applicable in practically all cases. Certain general methods may also readily be modified to fit the

conditions of different fields. All these principles and methods are so simple, so fundamental, that most publishers are convinced that their organizations have always followed and used them. But very little investigation has been necessary, however, to prove that real departmental co-operation in connection with circulation work has been limited or lacking.

Among the principal problems of a circulation manager is the construction and maintenance of a prospective list which includes within practical limits all those to whom his publication is of real value. The magnitude of that problem is astonishing even in a restricted field. When a business journal covers an industry of wide ramifications the provision of an adequate list of prospective subscribers is beyond the ability of any one man. But this job is almost always put up to one man, who frequently lacks a thorough knowledge of the conditions and requirements in the field his journal covers. It is unfair to expect him to do this work alone. It certainly is unwise not to give him the advice of the editors and advertising men of his publication who know so fully the industry their journal covers.

Brief reference will indicate how the staff of a business journal may help the circulation manager in building and maintaining a prospective list. In the first place, the name and address of no man or company should be added to a circulation prospective list unless there is a reasonable certainty that that man or company will find the journal in question to be of real value. The sources from which such names and addresses may be secured can be determined only by those who know every phase of the business with which each journal is concerned. Certainly the editors and advertising men of the journals which really are in touch with their fields can determine these sources better than anyone else possibly could. Indeed, a score of cases could be cited to show what has been done by using the knowledge of these men in this connection.

One of the principal sources of prospective subscribers in most industrial fields is the various printed lists produced for different purposes. Such lists cannot, however, be used as they stand. Their weaknesses are well known. These weaknesses are multiplied seriously when weighed in light of the basic requirement that every name selected must be a really potential reader and not merely a possible subscriber. In fact, such general lists should be used only after they have been thoroughly culled by men who know whether the individuals or concerns whose addresses are given in them can use the publication for which the prospective list is being compiled. No one man can do such culling in any industry. The whole organization of a journal covering some industries will find difficulty in selecting the right names from even the most accurate lists published. This is a work which experience has shown that the editors of a business publication can do with surprising rapidity and remarkable effectiveness.

An instance of how a list may be culled will indicate what can be done in this direction. Editors checked an accurate list of 1,764 names, from which most circulation managers would have selected at least 1,300 to add to their prospective lists. Only 672 names were selected as worth while for the publication in question. This meant roughly 700 less names added. It also meant that twice as great efforts could be concentrated on the 672 names selected at the same cost as would have been involved on the 1,300 names. Furthermore, practically every one of the 672 names thus secured as subscribers would become a reader to whom the paper would be of real value, whereas most of the 700 eliminated would eventually merely increase the mortality of the subscription list.

Advertising space buyers and many circulation managers generally concede that the names and addresses of most of the important buyers in any industry may be found in printed lists. A thorough study will show the fallacy of this conclusion. In developing a prospective list for papers in different fields considerably divergent, it has been found that after the desirable names had been selected from available lists there was a large percentage to be secured from other sources. In each case the sources of these non-list names varied considerably. In every case the editors of the respective papers gave leads which enabled the circulation department to devise means of securing the desired addresses. In some cases the editors and advertising men have assisted in detail in securing the addresses desired. Any man who has done editorial work on a business journal will appreciate readily the great number of men interested vitally in his paper with whom he comes in contact each year. If each editor and advertising solicitor would jot down one-third of the addresses of such men, the percentage soon thus added to the best of prospective lists would be very surprising to organizations which have not taken advantage of this supply. And it should be remembered that this is merely one of many ways in which the editors can help build a prospective list.

The preparation of letters soliciting subscriptions to a business journal offers another great opportunity for inter-departmental co-operation in circulation work. Many solicitation letters lack ability in expressing the editorial policy of the journal concerned, or in awakening lasting interest in men who would find that journal of great value in their work. The weakness of these letters lies in their generality. However restricted an industry covered by a business journal may be, there are widely different classes of men in that industry. The error of a general letter to the whole prospective list for such a journal is evident. In the broader industries this error increases until the letter of solicitation becomes costly and seriously inefficient.

In order to eliminate general solicitation letters to a prospective list, it is first necessary thoroughly to classify that list. This classification will depend largely on the editorial policy of the paper concerned. It scarcely can be made without close co-operation of the editors of that paper. Under their detailed direction the list may be divided very readily.

The extent to which the classification of the prospective list should be carried depends on the character of a paper's field. Most business journals have editors assigned to special phases of the industry covered. These editors know to what class of men their respective department will be of interest. The editorial staff accordingly can divide the prospective list most effectively.

Equipped with a properly classified prospective list, preparation of really effective solicitation letters is simplified greatly. And yet, it is almost entirely essential that such letters be written or fully inspired by the editors of the paper. The circulation manager will find it desirable to put the so-called buying decision into let-

ters written by some editors. In most cases, however, solicitation letters written or inspired by editors who really know the atmosphere of the industry their paper covers rarely are lacking in this direction.

Special letters of solicitation addressed to the several classes into which a prospective list should be divided have a potentiality greater than may at first be appreciated. Assume for a moment the state of mind of a man in a highly specialized work in a special industry. Send such a specialist a letter which will call his attention to what a certain journal is doing editorially that will be of particular value to him in his work. In such a letter avoid all generality. Make every statement specifically of interest to the class of specialists addressed. The certainty of results from such letters has been proved, but these letters simply must at least be drafted originally by men who know intimately the point of view of those in the several classes involved. It is humanly impossible for any circulation manager to secure so broad a knowledge. The editors of any paper must individually have it to do their work. They not only are able to help the circulation department—they will be found more than glad to do so.

Departmental co-operation may be brought further into play most effectively in devising ways of handling new subscriptions. The addition of each new name to the subscription list of a business journal should be an event. In the first place the new subscriber should be told how he may best make the journal serve his needs. However well a business journal may be edited, with whatever ease it may be read, the value of certain features of it are not at once evident to a person unaccustomed to it. As evidence of this, you men from outside of Chicago do not readily find certain classes of news in the great local dailies. In the same manner, a business journal is awkward in the hands of new subscribers. Here is a vital reason why the new subscriber to that journal should have a letter of acknowledgment indicating to him how to make effective use of the features of the paper of greatest value to him.

The occupation of the individual or the special interest of the concern subscribing to any business journal should certainly be learned. Many jornals have found their effortts in this direction almost unavailing. With the advice and help of the editors the results in securing a classification of new subscribers may be raised nearly to completeness. The suggested letters of subscription acknowledgment may be used most effectively in this connection.

Having a proper classification of circulation, the most opportunity for departmental co-operation lies in making effective readers of subscribers. That may seem a peculiar statement. But every student of the work of the business press knows what it means. The mortality of the circulation of business journals is unnecessarily large. Truthfully, it is startlingly large among many papers which are of great value to the men in the industries respectively covered. This weakness lies largely in the fact that many of those who drop from the lists of such journals have never really learned to use the latter. The classified circulation list offers the basis for correcting this most serious fault.

Various methods have been tried to induce subscribers to read business journals effectively. One of the most thoroughly successful has been to call especially to the attention of subscribers articles in which they will be interested. The editors handling the several lines of work involved in any journal's field can select such articles and prepare letters designed to bring these articles so forcibly before each class of readers that they will be read. The results from such special letters are truly remarkable. Many new subscribers quickly come to appreciate the value of a paper in their work. In the same way, the hold on old subscribers may be strengthened greatly. The position of a paper in its field may be brought to a point where scarcely anything except a change of occupation will call for losses of subscribers. The degree to which this result is approached will depend on the ability expressed in handling the work.

One other circulation problem which the editors of any business journal may help to solve is the restoration of subscribers who have been or who are about to be dropped. If the solicitation and handling of subscriptions are conducted in a broad, thorough manner, this problem loses much of its seriousness. On the other hand, if names have been added to a subscription list without regard to the value of a journal to them, the problem can only be solved in so far as it affects those to whom the journal really does appeal. This factor should be borne fully in mind in attempting restoration work. Whether proper effort has been put forth to make readers of subscribers also should be known. With these two factors determined the course of procedure is plain. No effort should be made to retain or to restore those whose names never should have been added to the subscription list. The really potential readers about to be dropped should be cultivated. The start will be late and the chances of success reduced accordingly. With properly prepared letters, however, many who have never understood the paper may be brought to appreciate its value to them. In all this restoration work the opinions and advice of the editors are vitally necessary.

The methods mentioned thus far have to do with the handling of circulation work by mail. Field solicitation of subscriptions to business journals presents many similar opportunities for departmental co-operation. In fact, really effective personal subscription solicitation work scarcely can be done without such co-operation. A field solicitor equipped with a prospective list prepared along the lines indicated can work without loss of time in following non-potential prospects. If the editor of the journal for which he is soliciting then give his continual suggestions, showing how certain editorial features are of special value to certain men in the industry, he can surely present his case far more effectively than the great majority of such solicitors do now. Indeed, the whole question of the economy of field solicitation of subscriptions for business journals remains yet to be answered.

In conclusion, it may be considered by some who have had long experience, that certain of the plans which have been outlined here appear theoretical. To secure so much working co-operation from editors and advertising men engrossed in their regular duties may also seem almost out of the question. The best answer to such opinions is that work along the lines mentioned is being done by several business journals covering different industries. It is not a question whether such work can be done, it is merely a question of which journals will and which will not do it.

Those which follow some such plans as outlined will accomplish three definite results. First, they will save money in circulation work. Second, they will renew a large percentage of subscribers. Third, they will make effective readers of their subscribers.

Putting Human Interest into the Business Press

By William A. Colledge, Director of Educational Department of Redpath Educational Bureau

As a preface to my remarks, I would state I mean no flattery to the Trades Press when I say that there is as much, if not more, human interest in the average trade paper than we find in any other magazine.

A man who is a reader of certain Trade Journals is seldom satisfied with the general magazines. In fact, many general magazines get their best suggestions for articles from Trade Journals.

A reader finds out in a trade paper what the real world is doing. What the men who are solving the practical problems of the world's industry are accomplishing. To consult certain Trade Journals is to be educated in the world's work.

In my opinion, as an intermittent reader of the Trade Press, I find that most of the journals are well stocked with articles, capable of interesting, not merely readers connected with a special industry, but the average general reader. These articles have all the possibilities of human interest. Sometimes that human interest is played up and sometimes it is neglected. In most of the issues of the Trade Journals I have read, there is usually the sketch of some man who has been promoted to the head of a large concern, or who has attained a position that has brought his name prominently before the workers in his line or before the public. In many trade papers I have read a sketch something like this: "Joe Doe, of the Dunn-Brown Company, has recently been promoted to the superintendentship of the new Dunn-Brown factory in Birmingham, Ala. Mr. Doe was born in Sunnyside, Conn., and is forty-five years of age. He learned his trade in Providence, R. I., etc.," and then there is recited the bare statement of facts of the different steps in his advancement.

While these facts are important and should be published and while they tell certain incidents of Mr. Doe's career, they reveal no attractive glimpse of his personality, nor do they give the reader any idea of the character of man Mr. Doe is. True, such an article may close by saying, "Mr. Doe is highly esteemed by his fellow workers, who tendered him a banquet at the Southern Hotel and presented him with a valuable masonic charm as a token of their esteem and goodwill. Mr. Johnson, the general superintendent of the Dunn-Brown Company, acted as toastmaster, and the speakers had many interesting anecdotes to tell of experiences in the plant during the twenty years Mr. Doe has been in the service of the company."

While such as ketch is valuable in a way, the human interest element has been overlooked. The human interest was in the anecdotes his fellow workmen told at the banquet, or in some of the experiences in Mr. Doe's career. One or two of these anecdotes and reminiscences skillfully woven among the bare facts would have made the article much more attractive and given a better insight into Mr. Doe's personality and attitude to the world in general. I have never met a man forty-five years of age who had not experiences which when properly presented made good human interest copy.

For example, I am connected with a lyceum bureau, whose operations extend all over the United States and Canada. Most of our people advertise in one or more of our three trade papers. A well known reader of modern plays carried an advertisement in one of these lyceum magazines, which read thus:

"WILLIAM W. SCOTT, PURPOSEFUL PROGRAMS, REDPATH LYCEUM BUREAU."

Such an advertisement means little or nothing. It will keep the name before the readers of the magazine, and with those who know Mr. Scott's work it will be sufficient, but to those who do not know him, and that is where 80 per cent of the value of the ad comes in, it means practically nothing. It carries no pulling interest, and yet the man who inserted that advertisement has a host of valuable personal experiences strong in human interest.

I shall recite a case. On one occasion Mr. Scott read a play entitled, "A MESSAGE FROM MARS," in an Ohio town of about two thousand inhabitants. This play, as you know, tells the story of a hard- close-fisted English business man, who, falling asleep one evening in his library, had a strange dream. He dreampt that a messenger from the planet Mars came to him, denounced him for his cross, selfish miserly methods of living, racked his body with pains, stripped him of his wealth and let him know by actual experience on the streets what it was to be without a penny. When the man awoke, the dream seemed so real to him and he felt so thankful that it was only a dream, that the experience changed the tenor of his whole life and he became a genial, generous man, with a kindly attitude towards his fellows.

When Mr. Scott had finished the reading, there pushed out from the audience an old, hard-featured man, who forced a dollar into Mr. Scott's hand, saying, "Give that to some needy person you meet." On making inquiries, after returning to the hotel, Mr. Scott discovered that this old man was a miser who had never been known to give a cent to any person in his life; but the reading of the play had touched him and opened his eyes, for a time at least, to his own selfishness.

That is a good human interest story. That experience, properly dressed, and used as an advertisement, would accomplish three things: First, it would attract the attention of the reader. Second, if an old miser was moved to such an extent, by the recital of this play, to give a dollar, Mr. Scott must have read the play well, and third, it would arouse the curiosity of the reader to hear the reading of the play. There is no question about the value of human interest and it can be used as legitimately in advertisements as in articles.

Some time ago I was speaking to an editor of a western magazine who told me that in his magazine they were mixing human interest with their advertisements. I asked him to explain, and I was surprised to find that his idea of mixing human interest with the advertisements simply meant placing reading matter on the same pages as the ads. I thought of an article on "ADVERTISING," published in "THE NATION" of July 23rd of this year, a paragraph of which I quote. "In the average magazine you are scarcely introduced to the heroine before she flies away and turns up among the ice cream freezers. The haughty hero walks through his opening lines in respectable surroundings, but unless he proposes marriage at the very beginning of the story, he has to do it, wedged in between the safety

razors and the patent mops." I question very much if this habit of forcing the reader to pursue a story among the advertisements helps either the story or the advertisements. It certainly is a source of irritation to the reader and cannot be said to inject human interest into the advertisement.

In announcing one of our attractions, a Miss Bargelt, an expert cartoonist, we ran a short story in the newspapers of the towns where she was to appear under the title of "THE MAGIC PAPER." This lady had given an entertainment in a certain town in Pennsylvania and the next evening she was surprised to see in her audience three members of the committe from the town in which she had appeared the night before. At the close of the entertainment, the three men came up to the platform and asked if they might be allowed to assist her in folding up her paper and easel. Miss Bargelt readily granted permission, and she noticed as they laid the drawing paper on the stage they ran their hands over it, held it to the light and examined it carefully. Then, one of them made the following confession: That in her last night's audience several of the people believed that it was impossible to draw and color pictures as quickly as she did, and they decided that Miss Bargelt must have some kind of so-called magic paper, in which she rubbed her hand or crayon over it, the colors appeared, and they had appointed a committee to come to her next performance and examine the paper.

This human interest story was sent to the towns previous to Miss Bargelt's engagements. The papers are always glad to get such material, and the story never failed to arouse interest in her work. This story was also copied in scores of papers and magazines and mailed to her by the clipping bureau.

Some years ago a young friend of mine became an editor of a trade magazine. The circulation was not large, and he, like us all, was anxious to make a record. As a friend he came to me, gave me half a dozen copies of different issues and asked what I would advise to rouse a new interest among his readers and secure subscribers. On going over the magazine, I found well written articles, most of them technical, and in several copies of the magazine, not a single column of material that might be classed under "Human Interest." I called his attention to the fact, he took the matter under consideration, he gradually introduced more human interest, I mean, treated many of the articles from a different point of view, and I have no doubt that the change was one of the factors that has helped this journal to a reasonable and healthy growth.

I think I am safe in saying that many of the workmen who subscribe for their particular trade paper—and every wideawake workman realizes that his trade paper is a necessity—do not subscribe for any other magazine. If that is the case, then why not give the trade magazine a wider scope and inform him not only about matters pertaining to his particular trade, but in short, pithy paragraphs discuss the interesting affairs that are going on in the world. Of course, certain trade papers do this, but many do not, and in my opinion, they miss a great opportunity. Of course, there is a danger here. First, in making the paper too general and forgetting the main purpose of its existence, and second, in the magazine becoming too bulky. Nevertheless, a wise editor would always maintain a proper balance.

In the Engineering Magazine, with which I was connected and which had an excellent circulation among engineers and firemen, in power plants and factories, we ran a page every month under (if I remember aright) the title, "DINNER HOUR TALKS." These articles ran about three hundred words and were mostly inspirational, discussing in a simple and direct manner such subjects as "COURAGE," "BUSINESS INTEGRITY," "HELPFULNESS," and the like. These themes were not discussed in the abstract, but were well illustrated by experiences and anecdotes from the lives of men and women who had accomplished things. During the year this series ran we received more letters from our readers as to the value and help they had gained from these articles than any other series we had ever published. Another human interest series we ran was "POOR BOYS WHO BECAME FAMOUS." The majority of the characters taken up in this series were from the ranks of Industry and Commerce. These articles also brought scores of letters. Both series were strong in human interest and the letters indicate they must have made a forceful appeal to our readers.

I have often thought a page in the Trade Journals might well be devoted to simplifying certain descriptions of the machinery, output, plants, where the raw material comes from, etc., in that particular trade with which the Journal is identified. These articles written from the specific point of view of interesting the boys engaged in that trade and the sons in the workmen's families. Every boy is interested in the work his father is engaged in, and if he knew that his father's trade magazine contained a page devoted to his interest, he would look forward to its coming with as much pleasure as his father.

Fifty per cent of the circulation of a certain mechanical magazine that treats most of its subjects in a non-technical and popular maner, is among boys. In my own circle of friends I know half a dozen boys who subscribe for that magazine in preference to one that contains stories.

Had I time, I would like to speak of human interest in pictorial illustrations. In many trade magazines you will find illustrations of power plants and work-rooms in factories. The machinery is always there, every mechanical device is in ship-shape order; but no human being is to be seen in the pictures. A picture becomes ten times more intersting when there are human beings in it. An illustration of a power plant, with the men at their stations, immediately attracts the eye and lends proportion and human interest to the picture. Take for example an oil painting representing a stretch of ocean. As far as the eye can see, the waves sweep out until they touch the horizon. No matter how well the artist may have done his work, you instinctively feel a sense of barrenness about the picture; but if he introduces a fisherman's boat in the distance, or even a few seagulls, he has introduced an element of human interest, the feeling of barreness disappears and the picture appeals to you in an entirely different manner.

Beginning with this month, "The Crown of Baltimore," the house organ of the Crown Cork and Seal Company, one of the largest institutions of its kind in the United States, will contain two pages written by Strickland Gillilan, the well known humorist, a column of whose quaint philosophy is to be found every evening in the Chicago Post. No doubt the pages will be slightly tinctured with the ideas for which the magazine is published. But all Strickland Gillilan's work is rich in human interest, and that is the reason his work is in

demand. The main purpose of Gillilan's becoming a contributor to "The Crown of Baltimore," is the editor's desire to inject more human interest into his magazine.

In recent years no branch of Commercial Journalism has made such rapid progress as the house organ. Many of our large manufacturers turn out magazines, which, in mechanical art and in contents, are well worthy of a place in our homes. As the house organ's chief purpose of existence is the advertising of the particular line of wares handled by a certain institution, it is only natural that the editors in their selection of material outside of the advertising features would search for that which would save such a magazine from going straight to the wastebasket.

Mr. Townsend, associate editor of a prominent house organ, speaking of the contents of his magazine apart from the advertising, said, "Our copy consists of playful and interesting touches of the personalities of prominent men and women, especially those who are in the public eye; homely philosophy and clean humor. These," he continues, "are the powerful weapons at the command of every house organ writer."

Many of these house organs have introduced the short story and several of our leading authors have been contributors. E. Phillips Oppenheim wrote for "The Zenith," of the Marshall-Wells Hardware Company, and Montague Glass for "The Presto News." "The Houghton Line," the house organ of E. S. Houghton & Company, contains matters political, religious and philosophical. The house organ of the Standard Sanitary Mfg. Company, which includes much human interest, not only ranks well with architects and engineers, but is found in most libraries, and in many of the trade schools throughout the country.

The Redpath Bureau publishes a house organ, which they call "The Lyceum News." There is no subscription price and it is sent free to more than 40,000 people. It is now in its fourth year and has really found a very important place in the lyceum field. It is filled with news and human interest stories, chiefly about the talent of the Redpath Bureau, but also includes general news of the International Lyceum Association and important happenings in chautauqua world.

It costs the Redpath Bureau more than $12,000 a year to publish it and the only return which they get for so doing is in the general business the magazine creates. A test of its popularity and worth to its readers was made last year out of the Cedar Rapids office of the Redpath Bureau; several thousand copies going into this territory. After the readers had received this publication for several months, a request was sent to each that if he desired to receive it longer, he return the enclosed postal card so stating. It required the postal card to be stamped.

Now, it is a very easy thing for a person to throw such matter into the wastebasket and just as easy to lay it aside and say, "I will stamp and return this in a day or so." However, this was not the case in this instance. Within five days 1,500 people had stamped and returned the postal cards, asking that the paper be continued, and a few days later the number went up to two thousand. I believe it was the human interest in "The Lyceum News" that appealed to the readers.

It is well worth our while to take a hint from the contents of these house journals and not make our trade magazines too technical. While a man may be a mechanic and interested in his particular line of work, he is much more interested in human things than in wheels, and articles that are strong in human interest will always win his attention. An article in "Printers' Ink" says, "The average man is not so hungry for instruction that he will strain a point to assimilate it, unless it is administered in sugar-coated doses." More articles than one would imagine lend themselves to human interest treatment.

The trade press is to be congratulated on the splendid advances it has made in recent years. I think it would be advantageous to the work it has accomplished, and of genuine interest to the public, if this Federation of Trade Press Associations held an exhibit of Trade Journals at its conventions. I am confident our Art Institute would consider such a proposition. I do not know how or in what form such an exhibit would be made, but I am confident it could be done and few exhibits would create a greater public interest.

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"Style Week"

Columbus, S. C., has inaugurated a new plan of business promotion under the name of "Style Week." To advertise the occasion the newspapers and billboards within an area of sixty miles of the city were used. The time chosen was from September 28th to October 3rd, when the merchants were supposed to have received all their Fall stock and new styles and were prepared to make attractive displays.

Besides, the opportunity to see all the beauties and wonders of creative art and manufacture of the designers, the looms and the shops; entertainments were provided on a most attractive scale by the Chamber of Commerce and every effort made for the enjoyment of the visitors. It was made a festival week and excursions were arranged over the different lines of transportation reaching the city.

The plan is one that can be adapted to any locality and one in which newspapers and printing offices can well take a leading part. It is somewhat of a departure from street fairs, as each dealer arranged an exhibit in his own establishment. Portions of the streets were roped off for the demonstration of the latest dances by artists from Metropolitan cabarets and other amusements and scenic representations.

Such occasions pay in the way of recreation and the producing acquaintance and kindly good feeling. Harvest home festivals are made much of in many places and are significant, worthy, instructive and enjoyable and might well be joined with a "Style Week" to emphasize the new fabrics presented at the stores, next in importance to our needs, comfort and enjoyment to the products of the fields.

Extracts From an Encouraging Letter to Salesmen

New York City, September 8, 1914.

Dear Sir:—When the first bomb boomed over Europe the other day, the vibrations nearly shook us off our feet. A tidal-wave of uncertainty swept over the country.

But strange to say, although our salesmen throughout the country sent in rather pessimistic reports, their reports were accompanied by orders, and the figures that the month of August, 1914, was the biggest of any corresponding month in the history of the company, our sales of babbitt having doubled over August, 1913, while those of Stanley Process Type-Metals have more than trebled.

As an interesting incident of the agitated state of mind of the American business-man, one of our nervous directors wired in, the day war was declared: "Advise retrenchment; reduce office force; work factory three days a week." To which Mr. Muscat replied: "Our condition sound; doubled office force; working factory day and night."

We might account for our increased business by the explanation that newspapers were using up a lot of type-metal on their war-extras and that factories were stocking up on babbitt in anticipation of higher prices. But, to confine the question to the factories, isn't it probable that while those weak in the backbone wept and wailed, the wiseacres sawed wood and said nothing?

True, everybody looks at the business conditions of the country from the viewpoint of his own business. The importer of beer from Pilsen and the importer of perfume from Paris will tell you that business in America is in a terrible condition.

We don't want to be considered unduly optimistic, and we certainly realize that business in America received some hard jolts because of the war, but the one fact that can't be refuted is that which has recently been so oft-repeated: with nearly all of Europe at war, somebody has got to furnish the world with supplies, and we're the only "somebody" left. The neutral countries who were previously supplied by Germany, France and England, now look to us for their supplies and the fighting countries themselves must get their necessities from us.

Amateur financiers will tell you that there is no money in the rest of the world to pay for our goods, but there never was a time when the people didn't find a way to pay for what they had to have. Anyhow, we can safely leave that phase of the situation to our expert financiers, and to the administrators of our Government, who are alive to conditions and in whom we have fullest confidence.

That we are already profiting in many directions because of the war, is proved by the report that the shoe industry here is going day and night. Musical instrument manufacturers, who had the keenest kind of competition with German manufacturers, are now working "to beat the band." The dye-stuff industry which Germany controlled, has been caught by an outstretched tentacle of the Standard Oil Company lovingly known as "the octopus," and judging from past performances, there is small chance of this great industry ever leaving America.

And so we see new industries opening up and old ones expanding, so that by the time the war is over we'll be in such control of the world's business that dislodgment will be impossible.

Keep your weather-eye open and see.

Yours very truly,

SYRACUSE SMELTING WORKS.

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The Cost Problem

By Geo. H. Benedict, Globe Engraving and Electrotype Co., Chicago.

If you have a plant, shop or factory, buy material and employ labor to make up the material into a finished product, you should know the exact cost of that product.

Material has a definite cost and will take care of itself. Labor is the uncertain quantity, but will average one-half your operating expense.

Labor must pay for itself and every other expense—except material.

The fundamental basis of all estimates and charges is the time it will (or did) take to do the work.

Your problem is to include the overhead expenses and non-productive or idle time in the cost per hour of the productive labor.

Based on double the wages paid and forty sold hours per week, THE HOUR COST IS ONE-TWENTIETH THE WAGE.

FOR HAND-WORK—Divide the weekly wage of the workman by two—move the decimal point one place to the left and you have the average cost per hour for that man, including his share of the overhead expense.

FOR MACHINE WORK—To cover interest and depreciation, add to the operator's wage $2.00 per week for each $1,000 of the cost of the machine used.

Base your estimates and charges on THE HOUR COST—plus material—plus a profit.

The conclusions leading to the above are verified by Government statistics covering over 330 million dollars' worth of manfactured product in the printing and allied trades.

That one-twentieth the weekly wage is the cost of every hour of productive labor will be declared too low by some and too high by others. Similarly 40 sold hours per week will be objected to as not a sufficient allowance for non-chargeable time by some and too great an allowance by others. Since it is a verified average on an immense quantity of business in which wages are given as 90 million dollars and total operating expense as 178 million, or 50½ per cent for the cost of labor, as distinct from salaries and other overhead expenses, it may reasonably be accepted as a standard of measurement of the hour cost and the basis for a simple cost-finding system.

The Cost Calculator on the next page will, as do the computing scales used in markets and groceries, save mental drudgery, prevent mistakes and economize time.

LABOR-COST CALCULATOR

Based on the wages paid each employe and increased to cover the overhead expenses and non-productive time.

For machine work add to the Operator's wage $2.00 per week for each $1,000 of the cost of the machine used. The Cost Calculator is a ready-reckoner that gives at a glance the cost of every period of time from 5 minutes to any number of hours at wages from $6.00 to $50.00 per week. Having the Cost Calculator, a list of employes with the wages paid each increased by the proper amount to cover the cost of the machine used, a Job Ticket, a Daily Time Report of all chargeable labor, and a Summary of Cost of labor and material constitutes a simple and practical Cost System and a means of knowing the cost of every completed job.

MINUTES											Wage per	HOURS								
5	10	15	20	25	30	35	40	45	50	55	Week	1	2	3	4	5	6	7	8	9
.03	.05	.08	.10	.13	.15	.18	.20	.23	.25	.28	$ 6	.30	.60	.90	1.20	1.50	1.80	2.10	2.40	2.70
.03	.06	.09	.12	.15	.18	.21	.24	.27	.30	.33	7	.35	.70	1.05	1.40	1.75	2.10	2.45	2.80	3.15
.04	.07	.10	.14	.17	.20	.24	.27	.30	.34	.37	8	.40	.80	1.20	1.60	2.00	2.40	2.80	3.20	3.60
.04	.08	.12	.16	.19	.23	.27	.31	.34	.38	.42	9	.45	.90	1.35	1.80	2.25	2.70	3.15	3.60	4.05
.05	.09	.13	.17	.21	.25	.30	.34	38	.42	.46	10	.50	1.00	1.50	2.00	2.50	3.00	3.50	4.00	4.50
.05	.09	.14	.19	.23	.28	.33	.37	.42	.46	.51	11	.55	1.10	1.65	2.20	2.75	3.30	3.85	4.40	4.95
.05	.10	.15	.20	.25	.30	.35	.40	.45	.50	.55	12	.60	1.20	1.80	2.40	3.00	3.60	4.20	4.80	5.40
.06	.11	.17	.22	.28	.33	.38	.44	.49	.55	.60	13	.65	1.30	1.95	2.60	3.25	3.95	4.55	5.20	5.80
.06	.12	.18	.24	.30	.35	.41	.47	.53	.59	.65	14	.70	1.40	2.10	2.80	3.50	4.20	4.90	5.60	6.30
.07	.13	.19	.26	.32	.38	.44	.51	.57	.63	.70	15	.75	1.50	2.25	3.00	3.75	4.50	5.25	6.00	6.75
.07	.14	.20	.27	.34	.40	.47	.54	.60	.67	.74	16	.80	1.60	2.40	3.20	4.00	4.80	5.60	6.40	7.20
.07	.14	.22	.29	.36	.43	.50	.57	.64	.71	.79	17	.85	1.70	2.55	3.40	4.25	5.10	5.95	6.80	7.65
.08	.15	.23	.30	.38	.45	.53	.60	.68	.75	.83	18	.90	1.80	2.70	3.60	4.50	5.40	6.30	7.20	8.10
.08	.16	.24	.32	.40	.48	.56	.64	.72	.80	.88	19	.95	1.90	2.85	3.80	4.75	5.70	6.65	7.60	8.55
.09	.17	.25	.34	.42	.50	.59	.67	.75	.84	.92	20	1.00	2.00	3.00	4.00	5.00	6.00	7.00	8.00	9.00
.09	.18	.27	.36	.44	.53	.62	.71	.79	.88	.97	21	1.05	2.10	3.15	4.20	5.25	6.30	7.35	8.40	9.45
.10	.19	.28	.37	.46	.55	.65	.74	.83	.92	1.01	22	1.10	2.20	3.30	4.40	5.50	6.60	7.70	8.80	9.90
.10	.20	.29	.39	.48	.58	.68	.77	.87	.96	1.06	23	1.15	2.30	3.45	4.60	5.75	6.90	8.05	9.20	10.35
.10	.20	.30	.40	.50	.60	.70	.80	.90	1.00	1.10	24	1.20	2.40	3.60	4.80	6.00	7.20	8.40	9.60	10.80
.11	.21	.32	.42	.53	.63	.73	.84	.94	1.05	1.15	25	1.25	2.50	3.75	5.00	6.25	7.50	8.75	10.00	11.25
.11	.22	.33	.44	.55	.65	.76	.87	.98	1.09	1.20	26	1.30	2.60	3.90	5.20	6.50	7.80	9.10	10.40	11.70
.12	.23	.34	.46	.57	.68	.79	.91	1.02	1.14	1.25	27	1.35	2.70	4.05	5.40	6.75	8.10	9.45	10.80	12.15
.12	.24	.35	.47	.59	.70	.82	.94	1.05	1.17	1.29	28	1.40	2.80	4.20	5.60	7.00	8.40	9.80	11.20	12.60
.13	.25	.37	.49	.61	.73	.85	.97	1.09	1.21	1.34	29	1.45	2.90	4.35	5.80	7.25	8.70	10.15	11.60	13.05
.13	.25	.38	.50	.63	.75	.88	1.00	1.13	1.25	1.38	30	1.50	3.00	4.50	6.00	7.50	9.00	10.50	12.00	13.50
.13	.26	.39	.52	.65	.78	.91	1.04	1.17	1.30	1.43	31	1.55	3.10	4.65	6.20	7.75	9.30	10.85	12.40	13.95
.14	.27	.40	.54	.67	.80	.94	1.07	1.20	1.34	1.47	32	1.60	3.20	4.80	6.40	8.00	9.60	11.20	12.80	14.40
.14	.28	.42	.56	.69	.83	.97	1.11	1.24	1.38	1.52	33	1.65	3.30	4.95	6.60	8.25	9.90	11.55	13.20	14.85
.15	.29	.43	.57	.71	.85	1.00	1.14	1.28	1.42	1.56	34	1.70	3.40	5.10	6.80	8.50	10.20	11.90	13.60	15.30
.15	.30	.44	.59	.73	.88	1.03	1.17	1.32	1.46	1.61	35	1.75	3.50	5.25	7.00	8.75	10.50	12.25	14.00	15.75
.15	.30	.45	.60	.75	.90	1.05	1.20	1.35	1.50	1.65	36	1.80	3.60	5.40	7.20	9.00	10.80	12.60	14.40	16.20
.16	.31	.47	.62	.78	.93	1.08	1.24	1.39	1.55	1.70	37	1.85	3.70	5.55	7.40	9.25	11.10	12.95	14.80	16.65
.16	.32	.48	.64	.80	.95	1.11	1.27	1.43	1.59	1.74	38	1.90	3.80	5.70	7.60	9.50	11.40	13.30	15.20	17.10
.17	.33	.49	.66	.82	.98	1.14	1.31	1.47	1.63	1.79	39	1.95	3.90	5.85	7.80	9.75	11.70	13.65	15.60	17.55
.17	.34	.50	.67	.84	1.00	1.17	1.34	1.50	1.67	1.83	40	2.00	4.00	6.00	8.00	10.00	12.00	14.00	16.00	18.00
.18	.35	.52	.69	.86	1.03	1.20	1.37	1.54	1.71	1.88	41	2.05	4.10	6.15	8.20	10.25	12.30	14.35	16.40	18.45
.18	.35	.53	.70	.88	1.05	1.23	1.40	1.58	1.75	1.93	42	2.10	4.20	6.30	8.40	10.50	12.60	14.70	16.80	18.90
.18	.36	.54	.72	.90	1.08	1.26	1.44	1.62	1.80	1.98	43	2.15	4.30	6.45	8.60	10.75	12.90	15.05	17.20	19.35
.19	.37	.55	.74	.92	1.10	1.29	1.47	1.65	1.84	2.02	44	2.20	4.40	6.60	8.80	11.00	13.20	15.40	17.60	19.80
.19	.38	.57	.76	.94	1.13	1.32	1.51	1.69	1.88	2.07	45	2.25	4.50	6.75	9.00	11.25	13.50	15.75	18.00	20.25
.20	.39	.58	.77	.96	1.15	1.35	1.54	1.73	1.92	2.11	46	2.30	4.60	6.90	9.20	11.50	13.80	16.10	18.40	20.70
.20	.40	.59	.79	.98	1.18	1.38	1.58	1.77	1.96	2.16	47	2.35	4.70	7.05	9.40	11.75	14.10	16.45	18.80	21.15
.20	.40	.60	.80	1.00	1.20	1.40	1.60	1.80	2.00	2.20	48	2.40	4.80	7.20	9.60	12.00	14.40	16.80	19.20	21.60
.21	.41	.62	.82	1.03	1.23	1.43	1.64	1.84	2.05	2.25	49	2.45	4.90	7.35	9.80	12.25	14.70	17.15	19.60	22.05
.21	.42	.63	.84	1.05	1.25	1.46	1.67	1.88	2.09	2.30	50	2.50	5.00	7.50	10.00	12.50	15.00	17.50	20.00	22.50

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New Record of Attendance at Editors' Meeting

SO pleasing, and encouraging, as well as suggestive of what should be the case at all editorial meetings of American newspaper-makers, in this period of special responsibility and great opportunity, is the above heading used by the Fort Wayne Journal-Gazette in its account of the meeting of the Northern Indiana Editorial Association in that city September 17th and 18th, that we adopt the same here.

Fort Wayne proved itself in every way a very appropriate place for the convening of a body of progressive editors, and the first afternoon was well employed in viewing the city with all its industries and institutions. The parks, the playgrounds for the children, the schools, the homes, the churches, and public buildings and

Group of the Members of the Northern Indiana Editorial Association at Fort Wayne, Ind.

last but not least, the manufacturing establishments, all had encouraging, inspiring and useful lessons for the editors, who are seeking to help toward highest and best accomplishments for their own respective cities.

The visitors were furnished with informing literature and maps, among the rest, "The Ninth Annual Report of Board of Park Commissioners." So pleasing are the views of parks and playgrounds that we give three reduced reproductions therefrom. These playgrounds, as well as the parks, streets and boulevards, speak volumes as to the advanced ideas of refinement and regard for the children, the families, the homes and all the people.

As we have had occasion to note in these pages on other occasions one of our greatest pleasures during the past quarter of a century, in traveling through the different States and visiting different cities, has been the witnessing and watching the increasing and beautifying of parks.

The following reference in the report of the Fort Wayne Park Commissioners brings to view most truthfully the old conditions:

"Until within the past few decades our American towns and cities were regarded as mere accidents, temporary places of trade and barter, a sort of short-lived, make-shift, rather doubtful place of abode of people who didn't take kindly to the hard work of the farm."

But the changes in the last three decades have been wonderful, and no city better exemplifies the new ideals than does Fort Wayne, Indiana. The cities have become more and more, in these, the expressions of highest civilization with a broad regard for the health, happiness, vigor and joyousness of all the people,

CHAS. J. ROBB EVENING NEWS MICHIGAN CITY
I WENT TO SUNDAY SCHOOL ONCE
MAYOR DONN M ROBERTS OF TERRE HAUTE
SECRETARY C.A. MCCORMICK NORTH JUDSON
O.H. DOWNEY CHURUBUSCO TRUTH
H.C. WILLIS WATERLOO PRESS
NORTHERN INDIANA EDITORIAL ASSN SEPT. 17-18 1914 FORT WAYNE INDIANA
W.E. GROVES MILFORD MAIL
PRESIDENT H.B. DARLING LAPORTE
WELCOME TO OUR CITY!
CHARLES BIEDERWOLF SECRETARY OF THE COMMERCIAL CLUB PUT IN A BUSY DAY
R.E. WILLIS ANGOLA REPUBLICAN
A.B. CRAMPTON DELPHI CITIZEN TIMES

Northern Indiana Editors, as cartooned by Fort Wayne News

and the well-equipped playgrounds have been recognized as the necessary adjuncts of the public schools.

As to other indications of modern advancement, we can only mention a visit to the Wayne Knitting Mills, that employs two thousand five hundred people, and, as we remember, the output is some four thousand dozen pairs of hose a day. By reason of its splendid equipment, organization and management, it proved of great interest. The machines used are wonders of ingenuity, perfection and finish, but the human features proved the more interesting, and furnish the reasons for this mention.

The earlier skilled workers, as we understand, came originally from Germany, and one of the gentlemen in charge, whom we met, acknowledged, as his name—Mr. Grasse—indicated, Germany as his Fatherland, but German efficiency, thoroughness and perfection have been made American, as have German kindliness, friendliness and thoughtfulness for others.

Elbert Hubbard, in "A Little Journey to Wayne-Knit"—copies of which in pamphlet form were furnished the visitors—tells most admirably the pleasing story:

"The environment of the 'Wayne-Knit' workers approaches the ideal. In addition to light and sanitary work-rooms, the management has erected one of the most complete clubhouses, for the use of the workers, I have ever seen.

"It represents an investment of over Fifty Thousand Dollars.

"One hundred girls live here in comfort and security. And they fully appreciate its provision.

"The main floor contains a large dining-room and small private ones, with seating capacity for seven hun-

dred, and the menus are exponents of the low cost of high living—meals being served at infinitesimal prices.

The basement is laid out for recreation in bowling and pool, and reading and music rooms are also provided.

"In 1904 the Textile Industrial Club was organized. It is composed of executive officers and department heads and makes the clubhouse its headquarters.

"The Textile Club has charge of all welfare work, discusses business problems, and creates "vibes." It has proved an important factor in the promotion of harmony and efficiency between the firm and the workers.

"The members of the Textile Club participate in a profit-sharing plan, at the end of each fiscal year.

"There is also an Insurance and Benefit Club. The payment of a sum ranging from ten cents to seventy-five cents a month gives sick or accident allowance of from two dollars to fifteen a week, and from fifty dollars to one hundred and twenty dollars at death.

"The Wayne-Knit people co-operate. They stick together and pull together. The fidelity and loyalty of the workers has been tested and tried. The Wayne Knitting Mills, with its twenty-five hundred loyal workers, is an example of solidarity and harmony.

"Here is not only the home of full-fashioned hosiery, but also the home of democracy. Behind the hum of industry is a pulsating humanism. The air is subcharged with helpfulness and goodwill."

This much is given here because sticking together, helpfulness and goodwill are just as essential to a newspaper or printing office as to a manufacturing plant, and while all plants are not sufficiently large to carry out the plans of actual organization and co-operation, in all the lines named, the essential principles indicated can be made to work anywhere and everywhere.

The Banquet

In the evening a banquet was given to the editors, which, with post prandial speeches, lasted from 7:30 to 11:30 P. M.

Of this occasion, the Wayne-Journal Gazette gave the following account:

And then the banquet. It was served in the main dining-room of the Anthony Hotel at 7:30 o'clock last evening, and, considering the oratory that came after the excellent eats, it was as entertaining as it was appetizing.

Harry B. Darling, of La Porte, acted as toastmaster and proved himself as good a talker as he is a writer. Mr. Darling is the "Laporte Liar." He is the fellow

An Evening Lunch in Foster Park

who has had a story about his home town on the first pages of Chicago newspapers every day for the past fifteen years and it was he who uncovered the Gunness "murder farm" story, which, incidentally, netted him $1,009 in correspondence. In his opening address to the assemblage Mr. Darling admitted nothing. He referred to the title that has been given him by city editors of every metropolitan newspaper in the United States and declared that it has been the best of advertising.

The toastmaster introduced Mayor William J. Hosey, of Fort Wayne, who delivered the address of welcome. Response was made by A. B. Crampton, of Delphi, commander of the G. A. R., of the Department of Indiana.

Following this a vocal solo by Maurice Niezer, was heartily received and he was forced to respond to an encore. The only lady on the program was Mrs. Hester Alverson Moffett, of Elwood, president of the Women's State Press Club. Mrs. Moffett is a most engaging talker, and although interrupted by the noise of traffic, held her listeners with a powerful plea for a broader sphere for the women of the country and state. The history of women's work and ambitions of the past and present in the state of Indiana were reviewed and their influence on the press were cleverly stated.

Mrs. Moffett made a special point of the prominence of this state in divorces and deplored the present laws

on the subject. Toastmaster Darling next presented Addison Harris, of Indianapolis, former minister to Russia, who took up the present duties of editors and dealt with great stress on the present deplorable conflict of the leading Christian nations on the continent.

In a masterful display of oratory, Frank E. Herring, of South Bend, spoke on the power of the press, not only in the large cities but in the small communities and emphasized the fact that the American family is the unit now and not the mere man. He made a strong plea for the support of the northern Indiana press for the cause of workmen's compensation and mothers' pension laws.

Mr. Herring paid a great tribute to President Wilson and his policy of "Watchful Waiting" in the Mexican matter and cited the European carnage as a similar condition to what we might have experienced if the United States had been hasty in the disposal of the alleged insults. The speaker spent some time on the matter of legislating for morality and declared that he firmly believed the people could not be made good by the enactment of a multitude of laws, but the influence

Guldlin Playgrounds, Dedication Exercises, May 20, 1911

of the press could do more on this line than any other one thing.

Following this E. G. Hoffman in a happy mood put the editors "on the pan" by telling of the great worth to humanity of the nice articles about Lydia Pinkham and Dr. Munyon. Mr. Hoffman beamed with appreciation and extended the thanks of the American public to the editors who were ready at any time to drop the pen and assume public office and thereby save the nation from ruin.

The next speaker to respond was John B. Stoll, of South Bend, dean of the Indiana editors. Mr. Stoll deprecated the fact that newspapers were not all run along the lines of higher ideals and paid a wonderful tribute to a former Fort Wayne man, Colonel William R. Nelson, editor of the Kansas City Star, whom the speaker considered the greatest living newspaper man. Mr. Stoll touched briefly on the European situation and made the statement that the "American people are now sleeping on imaginary safety that at any moment might be touched off like a volcano and could only be saved by the sincere and united effort of the press."

Short talks were given by "Father" Herbert, of Chicago, founder of the Northern Indiana Editorial Association, and Col. D. N. Foster and Postmaster R. B. Hanna, of Fort Wayne.

Session Friday, September 18th.

Of the closing session of the convention, the Fort Wayne News gave the following summary:

At the final business session of the Northern Indiana Editorial Association, held this morning in the assembly room of the Commercial Club, the following officers were elected for the ensuing year:

President—Chester A. McCormick, North Judson News.

First Vice-President—George D. Lindsay, Marion Chronicle.

Second Vice-President—C. B. Hamilton, Garrett Clipper.

Secretary—Ross Woodring, Peru Journal.

Treasurer—G. N. Murray, Nappanee News.

Delegates to National Editorial Association Convention in San Francisco—Harry B. Darling, Laporte; John M. Wickizer, Argos; B. F. McKee, Lebanon; C. O. Merica, Kendallville, and Frank Tolan, Fort Wayne.

American Coaster Slide in Foster Park

The attendance at the morning session was good. The attendance at the convention, as a whole, was one of the largest in the history of the association.

At the morning's session, resolutions were passed thanking the Commercial Club and Fort Wayne for their hospitality. A fine compliment was paid to the progressiveness of the city and the public spirit of its citizens. They urged greater co-operation between all newspaper men toward securing universal peace.

The final event on the program of the convention occurred this afternoon at 3 o'clock, at the Commercial Club, when a tea was tendered the women present by the women of Fort Wayne. This tea was well attended and proved to be very enjoyable.

One of the big events of the morning session was an address by Addison C. Harris, of Indianapolis, on the new constitution for the state. Mr. Harris spoke in vart as follows:

Addressing the Northern Indiana Editorial Association here today, Addison C. Harris, an attorney of Indianapolis, declared that the people of the state do not desire a new constitution. To hold a special election to elect delegates to the constitutional convention, pay the delegates $10 a day, including Sundays, while the convention is in session, and hold a special election to determine upon the adoption of a new constitution, he said,

would cost the state of Indiana something over $1,000,000.

Mr. Harris takes up singly the reasons advanced by those who desire the new state constitution, among them the need of more prohibitive liquor laws, women suffrage and questions involving the rights of cities and towns to adopt their own charters and laws. All these he answered by saying the legislature has power to act on these questions or the people have the power now to amend the present constitution at a small cost to the state.

The two dailies of Fort Wayne are of metropolitan proportions and of very high excellence. It goes without saying that Fort Wayne owes much of its improvement and upbuilding to its splendid home newspapers.

* * *

Club Women's Aims and Ideals

Address at Banquet of Northern Indiana Editorial Association

By Mrs. A. D. Moffett, Elwood, Ind.

I thank you, Mr. President and Members of the Northern Indiana Editorial Association for this opportunity to introduce to you the Woman's Press Club of Indiana, and to ask for your co-operation in some things which the club women of the state are especially interested at this time.

The Woman's Press Club is composed of women who as editors, contributors and reporters are a part of the writing force of the state.

The club was organized to provide a means of communication between women writers and to secure the benefits of organized effort. But like most other women's clubs it has an altruistic purpose.

In the great essential verities that make for unity and perfection, men and women are alike, but in the non-essentials that stand for diversity and that variety which, it is said, is the spice of life, they are different.

When a woman winds a towel around her head and calls for a bucket of water, says the Atlanta Constitution, it means the beginning of a big day. But when a man winds a towel around his head and calls for water it means the end of a big night.

About the same difference seems to exist between men's and women's clubs. It is popularly supposed that a man's club implies nights of pleasure, whereas a woman's club, I speak here from knowledge gained at first hand, means days of labor.

Women's clubs are inseparably linked with the ideas of labor and knowledge. They are a phase, you know, of the great feminist movement which had its beginning in the Garden of Eden, when Eve took the initiative in the quest for knowledge and was sentenced, along with her husband, to hard labor for her temerity.

You will remember, too, that this movement took definite form toward the middle of the nineteenth century in the demand for equal educational advantages for women with men, and that is now trying to lay additional burdens on woman, by demanding, with considerable success, that they be given the ballot.

Women's clubs began to be the fashion some thirty years ago. As is usual with things fashionable, they have been changing ever since.

They began in a modest seeking for personal culture. They have developed into a mighty striving for human welfare and race conservation.

They comprise a general membership of more than a million women, the largest body of organized women in the world.

The club has been to women as a schoolmaster to lead them into larger usefulness and freedom. It has shown them their responsibilities. It has rescued them from the isolation of their homes and transformed them into organized workers for the best interests of the home. It has given them knowledge and courage to seek out the best means of conserving these interests. It has taught them that democracy is the ultimate expression of human rights and human duties, and has

Mrs. A. D. Moffett, Elwood, Ind.

shown them that they are an integral part of the people, with the same human rights and human duties as men, and they wish to assume these duties and enjoy these rights, to the end that they may efficiently discharge the duties and realize in themselves the abundant life of the full fruition of their powers.

The twelfth biennial meeting of the General Federation of Women's clubs in Chicago in June brought together 10,000 earnest women, representing every state in the Union, to consider questions vital to the nation and the race.

To this meeting came also men, who are leaders in the forward movements of the times, with appeals to the women for help in incorporating needed reforms into the civic, social and industrial life of the nation. And the women heard them gladly and, returning to their homes, carried back message, appeal and inspiration for a forward movement along every avenue of life.

I am reminded of the timely advice of a husband to his wife. Said the young wife, wishing to appear practical and up-to-date, "George, did you read that article on how to tell a bad egg?" "No, my dear," said George,

"I didn't, but my advice is, if you have anything important to tell a bad egg, why—break it gently."

I have no purpose to intimate that the men of Indiana are bad eggs. On the contrary I know them to be good and wholesome—not to say "fresh."

The story occurred to me only because I have something to tell you that may be unpleasant. I have been trying to "break it gently" but now I must speak out plainly.

Indiana women, returning from the great biennial meeting, realized as never before the indignity and limitation laid upon them as disfranchised citizens. They realized as never before the inefficiency of the indirect methods they are obliged to use in their work for the common good, and, with conviction and courage, they are preparing to carry the campaign for political equality to a successful finish.

Now the Woman's Press Club is not a suffrage organization, but its altruistic purpose, mentioned in the beginning, is to give publicity to all worthy causes for which women are working in the state, and the trend of my remarks brought me first to the suffrage cause. Moreover, it comes first logically. Club women, mothering all sorts of forlorn hopes, finally have come to understand that in community matters, no less than in individual affairs, the best way to get things done is to do them one's self.

Let me give you a few disquieting statistics. Indiana has 33 juvenile delinquents out of each 100,000. The average for the country is 28.

Indiana has 118 paupers out of 100,000. The average for the country is 101.

Indiana has 66,213 illiterates and spends but 39 cents out of each $100 on the education of her children. Some states spend as high as 75 cents.

No state has as high genuine percentage of divorce suits as Indiana. The average for the United States is 73; for Indiana it is 142 out of each 100,000.

116,716 Indiana women work outside the home, at an average wage of $4.83 a week, against an average of $10.00 for men.

What are the facts behind these figures? What can be done to better the conditions which they indicate?

These are questions women in Indiana are asking. These are some of the conditions they have set themselves to change.

"All of these figures indicate a degree of failure in the functions of the home, the school and the state. The problems they involve are inextricably intermingled each with the other. They are problems men and women must work out together, and the right use of the ballot by both will be a necessary part of the task.

The women's organizations of the state are concentrating their efforts at present toward getting a favorable expression from the voters upon the question of a constitutional convention.

There seems to be a very general feeling that the present constitution is faulty and inadequate. The Democrats voiced this feeling strongly in the Marshall constitution of 1911 and in the 24 amendments proposed by Senator Stotsenberg in 1913. The Republicans, Progressives, Socialists and Prohibitionists have voiced it in their party platforms. The women voice it, in their plea for the ballot.

In the face of this unanimity of opinion shall this vital question be decided in the negative by men neglecting to vote in favor of a constitutional convention at the November election?

The Woman's Press Club naturally believes in the power of the press. Its members, with some 17,000 other Indiana club women, are working for the betterment of conditions in the state. Believing as they do, that necessary changes can be brought about with greater facility under a more flexible constitution, providing for more equitable taxation, home rule for cities, and equal suffrage, they appeal to the members of this association to use their editorial influence in getting out a favorable vote for a constitutional convention.

Do the aims and ideals of club women, as I have inadequately indicated them, appeal to you as high and worthy? If they do, help to realize them, not in the spirit of chivalry, but in the spirit of justice and fairness, so shall the Kingdom of Good be established and peace the sooner fill the earth with joy and beauty.

✕ ✕ ✕

Cleveland Business Efficiency Exposition

Success is attending the work of Cleveland Chapter, American Institute of Banking, in planning the Cleveland Business Efficiency Exposition, to be held November 14 to 21.

The committees are now planning contests in speed and accuracy on typewriters, adding and addressing machines, and other apparatus. A comprehensive plan to bring business men to the show from the whole northern half of Ohio is being worked out. The bankers of this entire territory will co-operate.

This will be an unusually large show, for the reason that the Coliseum, where the exposition will be held, is 10,000 feet larger than the Coliseum, Chicago, and 20,000 larger than the 69th Regiment Armory, New York, where annual business shows are held.

A display of fine advertising, commercial art and printing, and the means and materials by which they are produced, will be shown in the Graphic Arts Department.

Cleveland and Northern Ohio comprise a fine commercial district in which to exhibit. In this city iron ore and soft coal, both necessary for the production of steel, are brought together at lower cost than in any other northern city. As a result steel is produced at lower cost, and a large number of manufacturing concerns using steel are located in this territory.

Cleveland is the first city in the United States in the diversity of manufactures. It also leads in iron ore receipts, in lake shipping, in iron, steel and other metal products, in the manufacture of automobile parts and paint and varnish. The field is a splendid one for the manufacturer, producer and seller of business apparatus and methods. As a great many concerns will exhibit at the show, business men who attend will have opportunity to study the means by which modern business is operated with the least waste and with economy and efficiency.

A unique plan to help make sales for exhibitors will be put into operation. The bank workers of Cleveland and the surrounding territory will co-operate to bring merchants, manufacturers, and other business men from the entire territory to the show. These executives will be prospects for the products exhibited at the show.

The exposition will consist of two parts: One for the display of apparatus and methods for eliminating waste and promoting economy and efficiency in business, and the other a graphic arts department for the display of commercial art, advertising, engraving, printing, fine papers and inks and allied products.

Prohibiting That Which Tends to a Breach of the Peace

The tendency to legislate for the regulation of newspapers seems to be growing. A recent instance is the following ordinance passed by the Honorable City Commissioners:

An ordinance to prohibit the publication of indecent matter, etc.:

Be it ordained by the board of commissioners of the city of Birmingham:

Section 1. Any person who writes, prints, publishes or causes to be written, printed or published any matter which is vulgar, or indecent, or obscene, or demoralizing, or offensive to good morals, or which may tend to provoke a breach of the peace shall, upon conviction, be punished within the limits and as provided by section 1216 of the code of Alabama.

Certainly, we do not wish to condemn anything in this ordinance. The newspaper cannot be too careful in the observance of the strictest rules as to cleanness and good morals. There is neither wit nor wisdom in vulgarity, indecency obscenity and certainly there is nothing to excuse the use of either in a newspaper. Everything in newspapers should be informing, improving and uplifting and certainly should never contain anything "demoralizing or offensive to good morals." The newspaper goes into the homes, is read by the people, the daughters and the boys, whose purity must be ever respected and guarded. That which is printed has a force beyond that which is spoken, and besides possesses a certain immortality. That which is put in black and white in the columns of a newspaper cannot be blotted out and no one knows into whose hands the printed page may fall or whose eye it may reach, or whose mind it may either ennoble or corrupt. The one who assumes the publishing of a newspaper to reach the homes of a community, city or state, assumes a fearful responsibility and cannot be too frequently reminded of that responsibility, of his duties and obligations as well as of his great opportunities for beneficent and useful service.

True service is the foundation of all permanent success in newspaper making and the opportunities are so great and numerous that there is no excuse for largely reverting to anything that is low or vulgar in order to attract attention or secure readers. The press under existing laws is held responsible for violations of decency, yet there may be cases where such an ordinance may be demanded by local conditions. It is claimed that such a condition has existed in Birmingham, but the difficulty in a censorship of the press, is to decree the lines between what might be considered entirely proper and that which might be condemned by others as immoral. Vexatious arrests from prejudice or through spite would seem to be the danger, especially as to "that which may tend to a breach of the peace."

Wrong-doing that is injurious to the public or to individuals must at times be exposed, and the wrong-doers must be publicly denounced, criticised and rebuked. The people must be protected from fraud, immorality, violence and corruption, and from the perpetrators thereof. "The thief never felt the halter draw, with a good opinion of the law," used to be the saying at a time when there was hanging for stealing. Now the wrong doer when he is exposed by the newspaper is not likely to have a good opinion of the press, and it might be a great satisfaction to rush to the criminal court on the least provocation and have the editor or publisher arrested for a criticism that was entirely just or for the publication of unpleasant statements that could be clearly verified, and involve the paper in expense and secure punishment to the accused, who was only doing his duty in publishing that which the people should know for their protection, and which should be made in order to expose and properly restrain wrong-doers. Men who are inclined and easily excited to a breach of the peace to assert or vindicate an honor or character which they do not possess need further restraints certainly as much as the editors and publishers are in need of being threatened with arrests, fines and imprisonment for doing those things for which they may already be called to answer in the courts, in suits for libel or violations of public morals.

* * *

SILVER ANNIVERSARY

The employes of the Rathbun & Bird Company on the 24th of September presented Mr. Charles A. Bird, the secretary of the corporation with a magnificent silver service, on the occasion of the twenty-fifth anniversary of his marriage. The presentation speech was made by Cashier Yerbury, and was neatly responded to by Mr. Bird, who recalled the many happy hours spent in the service of the company with practically the same force of employes, with some additions of course, as when he first formed his connection with the company. The offering, though costly, was a spontaneous expression of the firm friendship of the employes for Mr. Bird, and the incident accentuates the fact that an employer's friendship is reciprocated.

"Standards of Practice" Utilized

W. H. Ukers of the Tea and Coffee Trade Journal, New York, has utilized the Standards of Practice adopted at the Toronto Convention of the Associated Advertising Clubs both for educational and advertising purposes. He has printed a set of envelope stuffers, on slips of heavy cover paper of different colors, which are being sent in rotation to all advertisers and possible advertisers in the grocery trade.

On the first is printed the Standards of Practice, with the following declaration: "The publisher of a Business paper should dedicate his best efforts to the cause of Business and Social Service, and to this should pledge himself." On the opposite side is printed the following:

"The Tea and Coffee Trade Journal subscribes to every tenet in this admirable Code of Trade Press Principles. This Paper has been called the "grocery trade magazine de luxe," because of its high editorial standards, the quality of its original articles, its departments conducted by trained specialists and designed to be of real service to the dealer, the clean-cut character of its news columns, the absence of puffery and free reading notices and the careful attention to detail which marks the editing of each number."

The second in the series contains the following:

"Dedicated to Business and Social Service."

"The 'Standards of Practice for Business Papers' adopted at the Toronto Convention of the Associated Advertising Clubs provide that the publisher of a business paper (and this includes trade papers in the grocery field) "should dedicate his best efforts to the cause of Business and Social Service, and to this end should pledge himself to

CONSIDER FIRST THE INTERESTS OF THE SUBSCRIBER.'

"The Tea and Coffee Trade Journal, as a member of the New York Trade Press Association, stands committed to this idea. We believe the time is coming when no trade paper publisher will be tolerated in the trade press associations if he flagrantly violates this Code of Ethics for business papers. Competition will be clean and business will be on the basis of SERVICE.

"Manufacturers and dealers can best serve the cause of truth in advertising by demanding that their trade papers measure up to the Standards of Practice for business papers adopted at Toronto. We'll send you a set for the asking.

"Known Quality! Known Quantity! These Things Count."

Then the others follow with the following titles, properly treated: "Truth and Honesty in the Trade Business;" "Constructive Editorial Criticism;" "Clean Trade Paper News;" "Worth While Subscribers and Advertisers;" "Circulations of Known Quantity;" "Enlightened Co-operation;" "Against Unfair Competition;" "Defining the Trade Paper Publisher's Duty."

Each card pledges the adherence of Tea and Coffee Trade Journal to the principles enunciated and contains the following:

"Manufacturers and dealers can best serve the cause of truth in advertising by demanding that their trade papers measure up to the Standards of Practice for business papers adopted at Toronto. We'll send you a set for the asking."

Mr. Ukers writes us under date of September 18th: "It is my thought that the more publicity given these Standards of Practice the better it will be for every department of advertising. At the same time, the salutary influence among trade paper publishers of a generous distribution of the Standards can hardly be overestimated." With which we heartily and fully agree.

* * *

Evidence of Growing Interest in Journalistic Education

We are glad to note the increased enrollment at the School of Journalism of the University of Missouri. The papers and articles published in this issue of the National Printer-Journalist indicate how widely and thoroughly the idea of the absolute necessity of thorough intellectual, scientific training has taken hold upon the minds of those engaged in or having to do in an advertising way, with publications of all classes. The increased attendance at schools of journalism shows that this view is being acted upon in a practical way by seeing to it that the means for the needed education and training are improved.

The University Missourian, the daily of the School, the conducting of which gives the students actual newspaper practice, contains the following very encouraging article in its issue of September 23rd:

131 ENROLLED IN JOURNALISM

Increase of 25 Per Cent in Attendance Over Last Year

The total enrollment of students taking work in the School of Journalism at the University of Missouri shows an increase of twenty-five per cent over the number enrolled at the corresponding date last year. The number of regular and special students primarily enrolled in journalism is ten per cent larger than last year.

The School of Journalism has registered in its various courses 131 students. Of these sixty-nine are regular candidates for the B. J. degree or special students.

Fifteen states, Missouri, Oklahoma, Indiana, Tennessee, Colorado, Arkansas, Illinois, Washington, Iowa, Minnesota, Texas, Kansas, Louisiana, Mississippi and New Mexico, two foreign countries, Brazil and Canada, and the Philippine Islands are represented in the enrollment.

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

RAVENSWOOD STATION, CHICAGO, ILLINOIS

Entered at the Chicago Postoffice as Second-class Matter

BENJAMIN B. HERBERT - - Editor and Publisher
BENJAMIN S. HERBERT - - - - - - Associate

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Member Ben Franklin Club of America, Chicago Trade Press Association, Illinois Press Association, Order of Pica, New York State Press Association.
Published Monthly.

SUBSCRIPTION RATES—In the United States, Cuba and Mexico, $2.00 per year. Canada, $2.50 per year. Foreign subscriptions, $2.85 per year.

ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION

CHICAGO, OCTOBER, 1914

It is an age of great activities, and still there is a wonderful amount of inertia to overcome in securing such attention as will lead to consideration and bring results.

Publishers and printers who sell publicity or the means of serving, must awaken to these facts in order to render a service that will either command or hold business.

In speaking of English advertising, Pearson's Weekly declares: "Ordinary circularizing has had its day. Precious few people will even trouble to open a long envelope with a half-penny stamp on it. In 1914 you have to—as the Americans say—"get next" your customer."

The same is truer in this country than in England, by the fact that there is a greater tension, a greater rush in business and far more use of circulars. The greater part of printed matter that goes to offices or even to homes under a one-cent stamp finds the way to the waste-basket without opening. For this reason, announcements or advertising in newspapers, magazines, trade or technical papers, that are taken and paid for, and believed in, by subscribers, stands the better show of attention.

Publications of real worth are not thrown away, they are opened, read and referred to from time to time and the advertisements therein are seen and make an impression. It may be possible, as Dr. Scott establishes in his work on "The Psychology of Advertising," that the leading impression has been made unconsciously, but it is certain that the eye has caught the gist, the material point of the announcement or advertisement, and the idea of the desirability of the article advertised. When the opportunity or want arises memory is aroused, the seed planted springs up, blossoms into desire and bears fruit in inquiry and purchase. No impression comes from the unopened package or envelope. There was only one chance of appeal at best, while in the prized publication there is a chance for an appeal, every time that it is read or consulted.

In order to secure results through circulars, now, it is necessary to be pointedly interesting, entertaining or directly and continuously useful. There must be an impression made from the start that there is utility in the printed matter in some of the ways mentioned, or related to one's business, life or enjoyment. This in most lines of business is costly, but then it is the only kind that is profitable. It is truly a bill of expense to prepare, print, stamp in a way to show that the inclosure is of no real value, and then load the mails with appeals or announcements, that only prove a vexation to the parties who receive the same.

* * *

It is too much a characteristic of distorted human nature to be unfair. But the newspaper which serves all should be above anything like unfairness or uncharitableness. The press should in this, as in other things, set a worthy example to readers. As an example of judging justly, of being above prejudice or influence under trying conditions from national jealousy or hatred, we commend, in these trying war times, the following that appeared in the Montreal Witness, of August 25th:

We are altogether too prone to believe tales of infamies perpetrated by our enemies. If the Germans get into some trouble with school children, the story turns out into a slaughter of innocents. Yet if the same story were told about the French force or about the English or Belgian soldiers by Germans, it would simply anger us as a horrible lie. None of us for a moment believes a story printed in a German paper that two German women were stripped absolutely naked and dragged through the streets of Antwerp by their hair, while the Belgian police and military looked on with indifference. That is the sort of story that German wrath against their enemies is being fed on. Nobody believes either that in a Belgian town, children were thrown out of the window by the infuriated populace, and that women were seen carrying their dead children, whose arms and legs had been broken. The Germans are just as highly civilized people as we are, and so long as we refuse to credit such stories of the actions of our allies, basing our refusal to believe simply on the faith in the civilization to which we and our allies have advanced, we must refuse to credit similar stories regarding German atrocities. The latest news that the Germans have made toothed edges on their bayonets so that in pulling them out, they will tear the flesh irreparably, is utterly incredible, and credence given to it can hurt no-

body but ourselves. Ever since the German sharp-nosed bullet was introduced over a year ago, English military critics have spoken of it as a horrible innovation. They asserted that it would make ghastly holes in the people struck by it, and would have almost the same effect as a dum-dum or mushroom bullet. The first reports that come to us from the hospitals of our allies are a contradiction of this. The German bullet leaves a very clean, small hole which mends with great rapidity. Those who manufacture and give credence to tales of barbarity on the part of the enemy, are doing infinite harm, because if our own men who go to the front get to believing such tales, they will act in accordance with their belief, and think it no great wrong to commit barbarities in what they consider a spirit of retribution.

This idea of judging justly and refusing to accept tales of degredation, is emphasized by being exercised in the face of war and slaughter, but should rule the press at all times. We should school ourselves to see and judge others from their standpoints, to put ourselves in the other's place. In this matter the modern newspaper press has greatly improved over even very prevalent conditions of fifty years ago.

Newspaper readers now living can remember when it was the rule to denounce the opposite party as corrupt and its members, or the candidates thereof, as blackguards, liars, villains and horse thieves. The press is now willing to admit that there is good in all parties and all men, and have won confidence and consideration by such just admission and charitable judgment.

"This world is not so bad a world as some would like to make it,
Whether good or whether bad depends upon how you take it."

The present conflict has been termed an "unholy war" in a published petition to Deity, and it may be so counted in one sense as may all wars, but that does not make those unholy who are engaged therein. It is holy to all who honestly believe they are fighting for right and justice, for truth and liberty, for country, law and order, whether they are English or German, French or Russian.

It is one of the great mysteries that the world has advanced in civilization and righteousness through wars, and that, too, when the contestants on either side appealed in prayer with equal faith and love, to the one God.

In the late Civil War in this land, now so happily united, Christians of equal character, faith, piety and righteousness, were found fighting on both sides, but right won and the condition of the whole nation has been greatly improved.

* * *

At the Second New England Cost Efficiency Congress, Mr. Fred Webster, advertising manager of the American Writing Paper Co., presented very many useful and practical truths in a paper, entitled, "The Service a Printer Should Give His Customers."

Preliminary to the discussion of the topic, he gave some very compelling thoughts as to the necessity of accurate knowledge of production as necessary to any intelligent conduct of business or the securing of proper prices or profits. The cost governs the price, or should, and, without the cost, there is no way of intelligently fixing the price or knowing whether there is to be a profit or loss.

In speaking on his topic he placed his proposition of service as dealing with the creating of new and profitable business by reason of assistance given:

It is SERVICE nowadays that is winning new customers, and piling up profits more than anything else. It is SERVICE that is selling National Cash Registers. It is SERVICE that is selling Multigraph Machines. And it is SERVICE that is selling hundreds of other appliances and commodities. The SALESMAN that gets consideration is the man that shows his customer how his article can be used and operated at an advantage and a profit to the customer. The Salesman that gets the order is the man that delves into a manufacturer's proposition, and shows him how his—the SALESMAN'S—goods fit his exact needs.

Service that Sells Printing

When you study a customer's proposition—when you let him see that you are working for his interests—and when you show him that you are capable of producing a piece of printed matter that will sell his goods—I maintain that such a SERVICE as that will sell printing. I know it, because it sells printing to me.

Why is it, gentlemen, that the Printers without Printing Plants—the Advertising Agencies—are doing such a thriving and profitable business? The answer to it is this: Being imbued with the atmosphere of advertising and of advertising efficiency, and being able to judge of its value, these Agencies are in a position to recommend, suggest and create advertising literature that will do the work that a customer expects it to do. In other words, they have studied the manufacturer's proposition from an advertising and selling standpoint—and not merely as Printers.

Now, if some of you printers want the business that is going to the Advertising Agencies in the larger cities—and it is good business—you have got to get that business by combating these agencies with their own weapons. You have got to offer a SERVICE that will compete with the Agency's SERVICE in creating literature that will fit into the manufacturer's selling and advertising campaign, and actually sell goods.

Must Study Advertising

The fact that Advertising Agencies have their printing handled by outside Printers means that right before your very eyes, every day in the year, new creations are produced. In the course of a year you see thousands of advertising campaigns set forth in black and white. Your very associations with advertising men place you in a position to absorb valuable information. You see Direct-by-Mail advertising literature—your product—in all its various phases. The brain and genius of hundreds of

advertising men are laid bare before you. Are you turning all this knowledge to your profit?

Mr. James E. Doyle, of the Britton Printing Company, of Cleveland—and who, by the way, is a very progressive and capable printer—says: "Few printers take advantage of the knowledge that is theirs by right of possession. Comparatively few printers use their knowledge of advertising to secure business. Having at hand the well-defined avenues of information, they disregard their value for the old order of things. And so memberships in the same lodge, personal friendships, good fellowship, and the other sources to which printing sales have been restricted in years gone by, continues to hold the unprogressive printer within the limits of his possibility." * * *

Consider the tremendous growth of the newspaper and magazine advertising—from a total annual expenditure of fifty to three hundred and fifty million dollars in the last ten years.

This business did not walk into the offices of the newspaper and magazine publisher and demand accommodation. It was created by keen, capable advertising men—salesmen who knew what advertising could do in helping to sell goods. They didn't wait for the manufacturer to come to them; they went to him with complete advertising plans, ideas, and copy to advertise his business. Mind you, the manufacturer did not know any more about newspaper and magazine advertising than the average buyer of printing knows today about what sort of letters and catalogs to put out in order to sell his product. But the newspaper and magazine agency men told him how. * * *

Get Together in Your Organizations

Get together and have addresses in your own organizations by competent Advertising Men. Join your local Advertising Clubs and learn what you can of Direct-by Mail Advertising from your association with its members. Subscribe to, and read, the Advertising Journals. Carefully study and compile Advertising Literature in all its forms. Make it a reference work on all forms of Direct-by-Mail Literature with which to furnish ideas and suggestions for the production of printed matter that will sell goods for your customers.

Resolve from today to make yourself more familiar with all the new ideas in Direct-by-Mail Advertising. Resolve to be a student of this form of advertising. Resolve to counsel and to give a real, a comprehensive SERVICE to your customers—and all with the intent to dominate your field.

Do this, Gentlemen, and you will accomplish the slogan of a Seven Hundred Per Cent (700%) increase in Printed Matter in the next ten years.

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A PARCEL POST NEWS

Convinced that the parcel post opens up a wonderful new field of business in America, several well known Wisconsin newspaper men have formed the Parcel Post Publishing Co. of Marinette, and will soon issue the first number of the Parcel Post News, a national weekly newspaper devoted to the development of the parcel post, and to reducing the cost of living by shipping produce direct from the farmers to city consumers by means of the parcel post. Frank E. Noyes, Marinette newspaper publisher and president of the Wisconsin Daily League, an association of Wisconsin daily newspapers, is business manager of the company, and Howard I. Wood, a former daily newspaper editor, is editor and president.

The School and the Press

Dedicating a Window in a Public School Building to Printing and a Printer

IT is well that the press should magnify the public schools of this country and very proper and useful that the public schools should recognize and honor the press and printing, through which all knowledge is made available. Printing and the memory of a printer, Henry O. Shepard, who was the head of a great printing house and of a company that has established and carried forward a great journal and a technical school for printers,, has been rightly honored by the naming for him of a public school in Chicago, and the placing therein of a memorial window.

Others preceded Mr. Shepard in the work, labored with him and continued the carrying forward, the broadening and strengthening of the worthy enterprise since his demise.

Mr. Shepard, as we knew him, was a kindly and generous man and we know that, were he living at this time of the honoring the great work accomplished, he would not wish to have his predecessors, coadjutors or successors forgotten, but as the head of the organization that carried forward the enterprises, from which he was too early removed by death, he was naturally selected as the one to whose memory the honor should be given.

The Old-Time Printers' Association of Chicago had agitated the question of naming a public school in honor of printers, and some five years ago put forward the name of Henry O. Shepard as a just representative of the art for that honor. One of the new type of school buildings was in due time named the Henry O. Shepard Public School, and the Old-Time Printers' Association then decided to provide a memorial window and canvassed the printing-trades organizations for their cooperation, securing an unreservedly favorable response.

The ceremonies dedicating these contributions to the cause of education were conducted by Colonel M. H. Madden, of the Old-Time Printers' Association, before a large and representative gathering on September 17th.

The Memorial Window, an illustration of which is given herewith, is designed to represent an illuminated page. In the center panel, at the top of the window, is a portrait of Henry O. Shepard. On either side of the oval panel filled by this portrait are panels of decorative geometrical and naturalistic art forms.

The entire window is surrounded by these decorative panels. Beneath the portrait of Mr. Shepard is the inscription, "In Memory of Henry Olendorf Shepard, printer, founder of the Inland Printer Technical School. Presented to the Board of Education by the Old-Time Printers' Association, 1914."

The center of the window is filled by a scene from a printing-office of a former century, and shows the first iron press which was of American construction.

Beneath the center picture is a large panel, and an inscription worked into mosaic pays the following tribute to the printer:

"In Honor of Printers—Past, Present, and to Come—
The Multipliers of Recorded Thought,
Carrying Down the Centuries the Evidences of Man's Advancement in Knowledge—
The Heralds of Peace and Good Will—

The Conservators of Wisdom—the Antagonists of Error—
The Champions of Good Works—
The Glorifiers of Achievement,

type, these being chosen as "Multipliers of Recorded Thought."

In the center panel, at the base of the window, is a portrait of Benjamin Franklin.

TO THE MEMORY OF
HENRY OLENDORF SHEPARD
PRINTER
Multipliers of Recorded Thought
Carrying Down the Centuries the Evidence of Man's
Advancement in Knowledge
The Heralds of Peace and Good Will
The Conservators of Wisdom the Antagonists of Error
The Champions of Good Works
The Glorifiers of Achievement
The Preservers of Art, The Promoters of Culture

Henry O. Shepard Memorial Window

The Preservers of Art, the Promoters of Culture."

On either side of the center of the window are decorative panels with portraits of Walter Scott, the press builder, and Ottmar Mergenthaler, inventor of the Lino-

This memorial is the first example of a new process of art glass originated by Thomas A. O'Shaughnessy, a Chicago artist, who designed and built this window.

It has the unique effect of being at once a mosaic

tablet to be viewed from the street, and an art-glass window showing all of the surface color and effect also by transmitted light.

In his dedicatory address, the speaker of the day, Louis F. Post, Secretary of Labor, Washington, D. C., pointed the ways of "Pioneering in Industrial Democracy," and centralized his conception of the spirit of democracy to the occasion, saying:

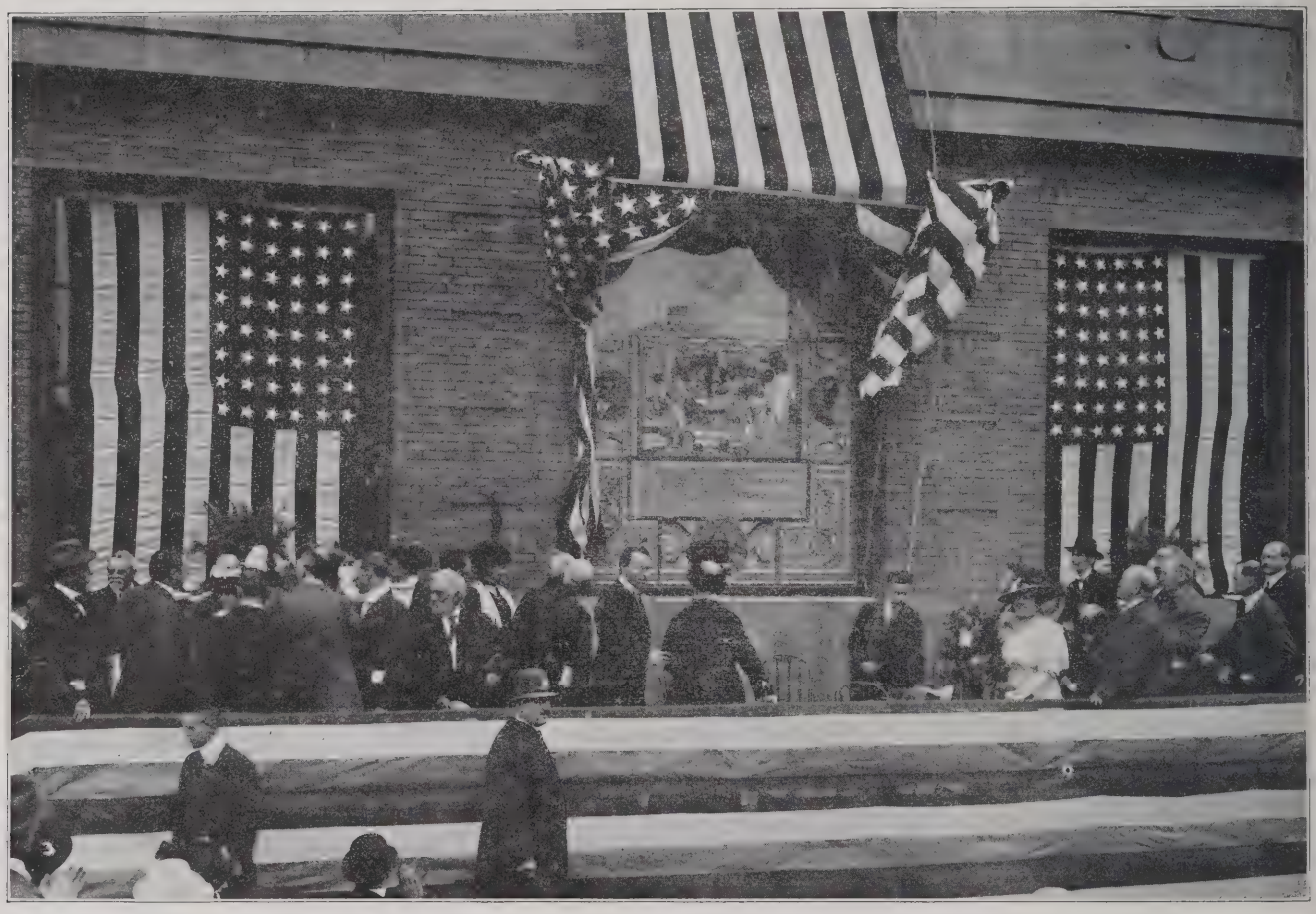
"In the same spirit, a truly American spirit, let us dedicate this memorial. Old-time printers have contributed it; Thomas A. O'Shaugnessy has designed and produced it; the Board of Education has set aside the place for it in this school building already distinguished with Mr. Shepard's name for its own; his daughter has drawn away the veil.

"May we not all receive this artistic gift with grateful hearts for the industrial progress it so beautifully symbolizes? A century of invention has translated the hand press of a Franklin into the power presses of a Scott, the composing-sticks of the old-time printer into the Linotypes of a Mergenthaler. These are among the marvels of typographic inventions. But the printers' trade does not monopolize mechanical progress. The whole mechanical world seems on the verge of realizing some of our visions of life after death. Do we not communicate with one another almost as if there were neither time nor space to interfere? Do we not go up and down the earth with little reference to distance, as our forefathers a century ago understood distance? We may well ask ourselves if mechanical progress has any limitations at all. But what of social progress? Social progress for all is what I mean; for social progress for less than all, for a privileged few or even a privileged many, means in the long run social retrogression for everybody. No one can live unto himself alone. We must all go ahead or we shall go backward. There is no exemption of person or nation or race. The famous New England clergyman was right in his sociology as well as his religion who said, 'I thank God that my own lot is bound up with that of the whole human race.'"

"Here shall the Press the People's right maintain,
Unawed by influence, and unbribed by gain."

Dr. Ella Flagg Young, Superintendent of Chicago Public Schools, very properly one of the speakers, said: "Work, intelligent work, symbolized by the art craft represented on that window, makes the school a garden in which children shall grow naturally because the principal and teachers know them and will create an atmosphere of light and air in which the young soul thrives."

Joseph Story's motto for his Salem Register, 112 years ago, was the theme on which James Keeley, editor of the Chicago Herald, expressed his views on "An Untrammeled Press a Nation's Safeguard," denouncing the misconception of Liberty into License. The people are catching up with the both preacher and editor in mental attainments. Both preacher and editor can still command unlimited respect, but as mental forces they can not be so potent as in the old days. Aristocratic traditions and feudalistic social formations die out slowly, and these with the hard-and-fast lines of partizan organization would hold the minds of men in bondage but for the daily newspaper bringing home to the minds and hearts and hearths of the people the new political ideas—the whole program of "social justice." "And you, the people of America, can help, guide and sustain those who work for the greatest good for the greatest number.



Unveiling Memorial Window

You readers make newspapers, and newspapers are only what you make them."

An eloquent tribute to Henry O. Shepard and the beneficent influences that spread out of the founding of The Inland Printer, was made by Frederick K. Tracy.

Twelve million, three hundred and fifty thousand dollars represent the educational fund of Chicago for 1914, and Charles S. Peterson, chairman of the Finance Committee of the Board of Education, said that the subject assigned him, "Money—How We Use It," would have been better phrased in view of the financial status of the Board of Education to read, "Money—How We Would Use It If We Had Any." In this he voiced the progressive idea that cost has no place where education is expanding. Mr. Peterson explained the methods of meeting the demands of educational expansion, the departmental expenditures and sources of receipts, the difficulties to be met and the methods of overcoming them, and asked his hearers to believe that "we who serve you on the Board of Education use your money, not necessarily in the best possible way, but in the best way we know how."

John McGovern described what Henry O. Shepard did for the Press Club of Chicago. William H. Sleepeck, president of the Graphic Arts Association of Chicago; John C. Harding, representing Typographical Union, No. 16; Richard F. Welsh, president of the Ben Franklin Club of Chicago, made appropriate tribute to the occasion.

The following dedicatory prayer was offered by Reverend Herbert W. Prince, Rector of the Church of the Epiphany, voicing the aspirations of creative art:

"O God, the God of Spirits of all flesh, in whose embrace all creatures live, in whatsoever place or condition they be; we give Thee thanks for the examples of all Thy servants, who, having finished their course here, have left behind not only a holy memory, but a noble work.

"In this time of strife and warfare, we turn with unfeigned gratitude to the conquests that are being made in the peaceable arts of education and philanthropy.

"We thank Thee for this school and all its potential greatness, and we pray Thee to make it a monument of good work in the lives of generations to come.

"May this be an inspiration to the bereaved family; the mother, the widow, daughter and sisters. And give us all grace to take up the work that falls upon us from the hands of those who are gone, so that together we may build up our nation in the beauty and strength of peace, and may each be a real contributor to the World's Work.

"Hear this our prayer as we dedicate this building today to the glory of our country and in the Name of our God, through Jesus Christ our Lord. Amen."

Participating in the exercises were Mrs. H. O. Shepard, widow of Henry O. Shepard, founder of The Inland Printer and The Henry O. Shepard Company, and owner of these organizations. A life-size oil painting of the late Henry O. Shepard and eight oil paintings by members of the Palette and Chisel Club of Chicago, were donated to the school by Mrs. Shepard through the Board of Education, these to form a nucleus for further contributions of a similar character in beautifying the school walls. Mrs. Shepard also presented the school with a large Bausch & Lomb stereopticon projection camera.

Miss Clara J. Shepard, only daughter of Mr. Shepard, unveiled the window at the appropriate moment, and as the veiling flag slowly rose the band raised the strains of the national anthem, and the audience rose and uncovered.

Mrs. E. M. Hurlbut, of Norwich, New York, and Mrs. Harry M. Strawn, of Cleveland, Ohio, sisters of Mr. Shepard, were present, the guests of Mrs. Shepard. Mrs. Walter Scott, of Plainfield, New Jersey, widow of the great inventor, and her two sons, David J. and Walter C. Scott, were also among those who traveled from the East to attend upon the dedicatory ceremonies.

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SOME CENTER THOUGHTS ON ADVERTISING

The Des Moines, Iowa, Register-Leader gives the following center thoughts as to advertising, from a recent address of Hugh Chalmers, before the National Association of Real Estate Exchanges:

"Some persons say, 'Oh, people don't read advertising.' I would like to see about that. I wager that there is not a man in the room who don't know what I am talking about, and yet perhaps there is not a man who could stand up and say the lines of the advertisement: 'His Master's Voice,' 'Gold Dust Twins,' 'There is a Reason,' 'Ask the Man who owns One,' 'The Fifty-seven Varieties,' 'It Floats.'

"You hear a good deal about the psychology of advertising and salesmanship. I don't know much about the psychology of it, I hardly know what the word means, but I will tell you what I figure advertising is. If I were asked to decline it in one sentence, I would say that advertising is having a right idea and using it at the right time. That is all. These experts try to make us think that it is complicated.

Three Main Principles.

"There are three fundamental principles in advertising. If you forget everything else, remember these. Whether it is psychology or not, you may have it, I don't know whether it is or not. The first is to be honest. The second is to be sensible. The third to be consistent. These three constitute the underlying principles of all advertising campaigns.

"I say, first be honest. Why? Because advertising does not create value, it merely tells of it; the value must be there. You don't get repeaters unless you deliver the goods on the first order. So advertising does not create value, it simply tells of it. Second, be sensible, because most people who read copy have got common sense, yet some people when they advertise get back to the sixteenth or seventeenth century, which is not interesting at all.

"Be persistent, because you must interest people and keep everlastingly at it. I don't know, perhaps you have had the same experience, but the hardest thing to find in any city is yesterday's newspaper. Did you ever try to get yesterday's newspaper? What becomes of them? I don't know. But did you ever stop to think that with the news of yesterday gone the advertising of yesterday has gone, too? Of course, the advertisements have gone. You cannot lose one without the other.

"Every man, woman and child in this country knows that the railroad crossing is dangerous, yet the railroads don't take down their stop, look and listen signs. Why not? Because they must leave them up as warnings to the people—and advertising is a notice to the people that you are in business and that you are right on hand, and you must keep at it persistently."

BUSINESS MANAGEMENT

ED. E. SHEASGREEN, *Editor*, 1603 MONADNOCK BLOCK, CHICAGO, ILL.

NOT long since there came to the writer's desk the announcement from an auctioneer, telling that he would have great bargains in tents and awnings, equipments of various kinds, and sundry supplies and materials. It was also announced that the tent and awning company failing was a very old one—somewhere around seventy-five years old. Really, old enough to know better than to fail.

Well, we did not attend the auction, for the reason that we are not buying up, or in, the tent and awning business. We wager, however, that there was some pretty eager bidding much holding back and keeping down of prices so as to get as much for as little as possible. The thrill that shivered the backbone of a buyer with pleasure at his good luck, also shivered with bad luck, the backbone of those who had failed.

And the business that had been in the making and gaining for all the long years back—was soon pulled to pieces—parts going to every point of the compass.

Did those owning the business bring failure on their heads on purpose? We believe we are safe in saying, "No!"

Did those owning the business deliberately go out and cut prices (IF they cut prices) for the sole purpose of putting the other fellow out of business? Again we feel safe in saying, "No!"

And many other questions of a like nature could be asked and the same answer, unquestionably, would be, "No!"

Then **what was** the reason?

They had an accounting system, undoubtedly.

They had good salesmen who gave good service, undoubtedly.

They had a good credit system, undoubtedly.

They had a good cost system, **Never!—No, never!!**

And that is why they went broke after three generations of serving the community. The accounting system, the salesmanship and service, and the credit bureau, any one of them alone or all together were not heavy enough, big enough, strong enough to save the crash.

Those systems could not, any one of them, or all together give the location, the proper location of the business on the financial seas, or how to choose the right course.

And, reader, they cannot and do not give **your** business that kind of information, and if you have not the proper location of **your** business, it is going the same way that one went.

There are readers of this publication who know what a compass is; they know, too, that the ship's navigator has a way and tools (a sort of system and a scientific one that is followed **the same by all** navigators) to figure his location so that the course can be set and safely followed. All other systems about the ship are not to be compared to the utmost importance of the method of figuring the location of the ship and of setting the course from that reckoning.

All captains by the **same** method reckon their course.

But not you business men—you go helter-skelter, crashing and smashing into each other, upsetting business crafts galore, doing untold damage to countless concerns, to say nothing of inflicting economic losses that are almost beyond repair. And worse than that, your methods are pulling down and breaking down the hopes and aspirations of men to that point where they seldom, if ever, "come back."

Everyone of you imagine that **you** know all about how to reckon **your** business course—but you follow methods in reckoning **your** business course that you would **legislate against and condemn most fiercely if practiced by a ship's captain.**

It is not only possible for all business men to use the same methods, but it is positively necessary for them all to do so, or their concerns will go down and out as did the old concern that had been on the business seas for seventy-five years.

Are you ready for the plunge?

Which way are **you** sailing—on "the rocks?"

Honestly, deep down in your own heart—and answer this to **yourself**—you did **not** make as much profit this last season as you thought you would and with greater sales—did you?

There's a reason—find out what it is by installing a cost system.

The Reason for the War in Europe

Nationality cuts some figure, ideals and methods of living, and blood ties also play their part in the present calamitous situation prevailing throughout the old world.

The real big reason for the European war though, is **Progress**—progress against the divine (?) right of kings against their blood ties, against their right to rule with the iron hand and to plunge the whole world into war—no, not the whole world, thank God, for our own United States, to date, has, by the perseverance and courage of our President, stood out for Peace and the highest moral qualities in statesmanship.

Progress against kings must be stayed at any cost (so say the kings). Progress against royal blood must be set back a thousand years—so, in order to do this, royalty has taken millions of men, planted the banners of patriotism (?) and of nationality before their eyes and set them at the throats of each other—while they themselves—the royal families—bound together by blood ties, though ruling different countries, stay in the background. Or, if in the battle-front, and even if falling in battle, that does not alter the case that **Progress must be set back a thousand years,** so that the divine (?) right of kings, the blue blood of royalty, may continue to rule for all those generations to come.

About the only way kings could save their tottering thrones, so they thought, was to feed a few million of men to the cannons, devastate a continent, set back, in fact, annihilate a civilization so their hellish ends might be attained.

That is the true reason for the war—the desire of a few **blooded** kings backed by **financial** kings, who would lend money for so terrible a purpose.

But when the great **mass** of men—the rank and file of the kingdom—who are spared, when those who will live after the war, have a chance to calmly think the terrible thing over, to analyze the **why** of the war, to realize that **they** really had no reason other than the command of a man calling himself a king to go to war against men over on "the-other-side-the-line," they will see to it that the rule and the divine right or kings here on earth is forever wiped from the governments of mankind.

Yes, progress against the divine right of kings, against the blood ties of kings and against their thrones, is the **real** reason for the war.

Send President Wilson to Europe

No man ever had a greater chance to serve the people of the world than President Woodrow Wilson. No man has, since Lincoln, given such a strong moral tone to statesmanship as he. No man since Lincoln has passed through such trying times and been beset on all sides from the world over, by those antagonistic to his peace methods as he.

He is the man who can stretch out his strong right hand of honest fellowship to the warring factions of Europe, and have them know he is in earnest, and working for **their** welfare.

In fact he is the man, and great enough to be allowed by Congress, to go personally to the courts of those countries at war to sue for peace.

These are extraordinary times and in the interest of all humanity this country must make extraordinary advances to bring about, first peace, and then a higher state of morals in statesmanship and business principles in this country and the world over.

And President Wilson is the man for this tremendous job.

The Heredity of Business

The law of heredity works among all of nature's children and it also appears in the business world because ideas are passed on from generation to generation, as the strong or weak in plant and animal life are passed on to their kind from generation to generation.

It is astounding how often in business, we, who are trying to teach newer and better business methods to earnest intelligent men, find such methods as, "because my father used to do it that way," or "that is the way we have done it," or "it is near enough," or "good enough," still prevailing in many lines, and even in big houses. This passing of old business methods, full of weaknesses and faulty to the last degree, on from generation to generation has one more than anything else to bring about the present almost bankruptcy of a civilization.

The old method—the fathers' methods of not figuring rent in the cost because the property

is "owned scott free," has often been handed down to the son and with it the shell of a property. To not figure interest on plant equipment for the same reason is another business weakness that has been handed down to us for generations until the losses incurred by a failure to so figure interest has helped to bring our civilization closer to the sheriff's hammer. The ignorance of not knowing how or why to figure back into the cost an amount that in time will replace the orginal capital invested has done much to weaken the general business condition of society. To have the whole family work for the wage of one, that a business may be kept alive, has helped in ravaging business. Old antiquated methods these are—every one of them methods that have done much toward breaking down the financial standing of all men.

And there are just as many business weaknesses that have been passed from family to family to be found in running the home and rearing families, as are to be found out in the financial world. To neglectfully rear children to teach them improperly, to have them become square pegs in round holes because our ignorance prevents us in finding out what they are best fitted for—in making them square pegs for square holes, and not round holes—and then to let them marry into diseased or criminal families—these things are all reflected to a great degree in our present business condition of the world.

There comes the idle rich—those who are as ignorant of what honest business methods are, as are those who, "work for a living," in some trade, behind some counter, in the mine, on the railroad, or at sea. Their ignorance is often displayed in the shape of sharp practice used against their fellow man, and has done as much as any other force to lower the general business condition of the world.

And all these business ailments (wrong methods—"The System," it is called) are passed from father to son just as is consumption, weak eyes, nervousness, insanity, intemperance or any, or all of the criminal propensities. Just as these weak, moral, and physical qualities show in men, in families and by families, and just as these things make for either a high or a low degree of physical, mental, moral, or spiritual character, so do the bad business methods that have been inherited by a generation from all the generations past, have the same power in raising or lowering the conditions of society.

As much as we may dislike to believe it, the financial condition of a people make them either good or bad—and too much poverty and too hard labor enforced on a people is as bad for society as too much money with too little to do.

There is but one way to eliminate the bad conditions that man seems to be heir to, but which the Creator did not mean man to live under, (for man brings these penalties on his own head himself) and that is by more knowledge on all these things.

And there is but one great law that—when properly understood and then applied to all endeavors of man—will begin to give to generations what they should have, and that law is The Law of Distribution.

To study this law, what it means and how to apply it from loving, marrying, running a home and bringing children into the world, on up to building locomotives and steamships, and to merchandising in these and all other products should be the first aim and duty of every civilized man and woman not only of this country but of the world.

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STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF AUGUST 24, 1912

of NATIONAL PRINTER-JOURNALIST published monthly at Chicago, Ill., for October 1, 1914:—

Name of— Post-office address.

Editor, Benj. B. Herbert .....Chicago, Ill.

Publisher, Benj. B. Herbert .....Chicago, Ill.

Owners: (If corporation, give its name and the names and addresses of stockholders holding 1 per cent or more of total amount of stock. If not a corporation, give names and addresses of individual owners.)

Benj. B. Herbert, Chicago, Ill.

Known bondholders, mortgagees, and other security holders, holding 1 per cent or more of total amount of bonds, mortgages, or other securities: (If there are none, so state.)

There are none.

BENJ. B. HERBERT.

Sworn to and subscribed before me this 16th day of September, 1914.

E. B. BARNARD,
Notary Public.

(My commission expires 11-15, 1914.)

✕ ✕ ✕

THE BEST $2.00 INVESTMENT IN THE SHOP

North Lewisburg, Ohio.

National Printer-Journalist, 4614-20 Ravenswood Avenue, Chicago, Ill.

Gentlemen:—Enclosed find check to cover my subscription to the N. P.-J. for another year.

I am one among the many small "country printers" and find that the N. P.-J. is a great benefit in our office. In fact, we consider it the best $2.00 investment in the shop.

Very truly yours,
R. O. PAYNE, Editor.

Thinking Right About Costs Is Necessary to Efficiency in Cost Keeping

By A. M. Burroughs

[The second of a series of ten articles to be published on Efficient Cost Keeping]

IT is a very old, but none the less a very wise saying that, "No business is greater than the man who runs it." This may be amplified to say that no business is greater than the corporation that runs it; and the corporation is no bigger than the board of directors, or the president, or the manager who runs the Board of Directors. Man is the paramount element in any business, great or small. As Mr. John G. Wood, Manager of the Western Works of the International Harvester Company, said:

"Far outranking the material equipment in importance, is the man element of our works."

Yet, how vitally important this man element really is, is but little realized by that type of manager who has not progressed beyond the point where men are merely numbers on the pay roll.

We have entirely too many managers who think of dollars, machines, dividends, coal in tons, buildings, units of product. They are thinking, as Mr. Walter S. Cottingham, General Manager of the Sherwin-Williams Company, Cleveland, Ohio, said, of "things rather than men."

It may as well be admitted now that there are just as many things the matter with managers and business men as there are things the matter with the workingman or the cost accountant in the office. A poor manager generally has poor workmen. The employer who thinks in dollars and cents of the ability of his people, only gets as much return for his investment as the productive power of his thinking can obtain. If the general manager thinks that "No stenographer is worth more than $12 a week," that's the only kind of a stenographer he will ever have. He will never, by any chance, have a $20-a-week stenographer. If he thinks "No workman is worth more than $2 a day," he will never have a $5-a-day man working for him. If he thinks "A factory superintendent can't be worth more than $50 a week," a $100-a-week man of course will never be found superintending his factory.

There is no doubt that a business is the direct reflection of the mental capacity and power of the man who runs it; and anyone studying cost systems must consider those facts as throwing a side light on reasons for ineffective systems. A management may be very profitable, handling a monopoly, or through a highly-trained selling organization, and yet its factory may be very expensively managed.

Is the cost system successful, is our question? We can't take the manager's word for that, unless we know that he knows what a Successful Cost System is

A cost system is not something that springs from a business like a wild flower from the ground. It isn't secreted in the bookkeeping system as the liver of a human being secretes bile. An efficient cost system comes from the desire of the man at the head of the institution to know the real value of what is being done in his business. The manager who says that a cost system accountant is not worth more than $75 a month is going to have a $75-a-month cost system. If he knows what a real cost system really means to him, he is going to have the kind of a system that will get him real costs.

A manager, several years ago, put in a cost system on the same basis on which he would have bought a pound of sugar, for as little as he could get someone to take for it. At the end of two years he found that he had lost a lot of money because he had based his selling price on his costs, and his cost system hadn't told him the truth. However, he got what he bought.

He didn't realize that his attitude of mind made it unlikely that he would get accurate costs. He was not using his common sense when he hired cost accountants. He had to learn that cheap clerks, whose experience or knowledge did not fit them to follow processes of management and production, could not give him cost systems that would give reliable, immediate, and adequate records of what was being done.

In buying brains as well as in buying materials or equipment, the bargain counter is a bad place to go for them. Brains on the bargain counter are there because they have been discarded by the more discerning buyers. They are seconds, thirds and discards. If any true conception of the value of brains penetrates the particular managerial mind, he must know that to an almost unlimited extent, value is the vital thing in the hiring of men whose judgments are really going to shape his managerial policies.

Another illustration of many business men is that a cost system is a definite guide to the best methods of doing business. There is a radical difference between cost keeping and efficiency engineering. Cost keeping shows a man how much it has cost him to do business. It does not place a true value on the performance. The average method used in judging the efficiency of an organization is to compare the cost records of today with yesterday, or with last month, or with the same date last year, or to balance year against year, or month against month. With what fallacious conclusions this may burden the judgment is demonstrated in the fact that the most accurate cost-keeping alone does not give any true idea of the value of any performance.

The only thing that a cost system alone can do is to tell you what each activity or each unit of product has cost you in time, work, materials, and money.

Therefore, we need something that shall supplement and direct the geeting of costs.

It is important to bear in mind that the cost system alone does not tell you what that item should have cost you. It compares only your costs of today with your costs of yesterday. You may be moving in a circle—your business ingrowing, one inefficiency treading on the heels of another. This method worked when competition was a negligible factor in business. But when you are working against, not your own records or your own efficiency, but the records of the world, the efficiency of the world, you must go beyond your own plant to the experience of the world for standards of performance by which to judge how successful you really are.

A new religion, we might call it, has arisen in business—the foundation principle of which is, predeter-

mine by a careful analysis of every item what the lowest possible cost should be.

For instance, I may be making a simple mechanical device. My cost sheets show me that this device has been falling in cost for twelve months. Yet even at the end of the twelve-month period my factory may be so inefficiently run that it is still costing me 50% to 75% more to make that device than its production is costing elsewhere.

As this principle applies to the finished product, so we find it applying to the operation of machines, to the use of materials, to the handling of men in our factories. I know a factory whose product in the aggregate is manufactured at a comparatively small cost, yet its Foundry Department, gauged by an attainable efficiency in force elsewhere, is only 35% efficient because the man at the head of the Foundry Department is inefficient, yet, as a relative of the General Manager, he cannot be disturbed.

The other day there appeared in a book on management this statement:

"Every manufacturer should know the conditions existing in every part of his factory. This can be secured by means of accurate cost accounting. A carefully devised cost system readily gives, in details, the working conditions in all parts of a plant. It shows if the right materials are being economically used, if the proper amount of the finished product of the desired quality is obtained."

Further on the author says:

A manufacturer with a good cost system knows what he can do in price making, and at the same time knows if the goods are produced at the least possible cost, knowledge takes the place of guesswork and ignorance."

Now, as a matter of fact, he necessarily knows nothing of the kind. A man may have a cost system that will be perfect as a cost system, but it does not give him the working conditions in all parts of his plant. It may be a cost system and yet not show him that the materials "are being economically used." He may have a cost system and not know "if the proper amount of finished product of the desired quality is obtained."

A man can have "a carefully devised cost system" and still not know what he can do in price-making, because in the vast majority of cases the manufacturer must make his price before his article is manufactured, and there is no cost system alone that I have ever heard of that will tell him "if the goods are produced at the least possible cost," except as to his own experience, and prices are made by the experience of the trade, not the experience in his own shop. It may show him "the least possible cost" from the standpoint of what his costs have been, but that is not necessarily the least possible cost. The least possible cost is the cost based upon what the most efficient use of all the men, materials, and machines that are involved in the process of making it would be. No manager knows that if he only knows his own business and the methods employed in that business, and is dependent on a comparative table of cost from his own plant only.

Of course, efficient management always must use a cost system, but by no means does even a first-class cost system generate maximum efficiency in management.

I believe it is right here that we must make apparent the wide difference between cost keeping and the science of efficient management. While this is not a book on scientific management, and it is a book on cost keeping, yet it would fail to be true to the very spirit of cost keeping did it not endeavor to lead its readers to realize that the office of cost keeping was not to afford an infallible guide to successful management.

The science and art of cost keeping has grown and flourished because it had a very important office to perform—to tell a man the truth about what he had done, what his people had done with the time, materials and charges he had given them.

Of late there has arisen a newer school of management. It has said, "Prepare for the inevitable competition when you are buying your materials, hiring your people, planning your factory, selecting your machinery, equipment, and arranging it—to make a product at the lowest possible cost without taking it out of yourself, your stockholders or your workingmen—to sell it at the lowest possible price." That is the economic aim of the new type of management.

The efficiency of an organization is governed by the efficiency of each department.

It is surprising to find how little managers realize this fundamental rule in their cost departments.

When you balance your factory activities of today against a similar period last year and congratulate yourself that the cost is being reduced, do you ever stop and ask yourself, is the new cost the lowest obtainable? How do I know it is? It is exactly the same as if we should buy a hat on Main Street for $3.00, for which we last year paid $4.00, and going down into the next block find that we could have bought the same hat for $2.00. But we were perfectly content with our bargain at $3.00 and congratulated ourselves on our perspicacity—until we found we had spent 50% more than was necessary. Then we found we were only 75% efficient.

The only way to find the relative efficiency of any operation is by having standards of comparison. You must have an ideal standard of efficiency to which you can work.

This calls for the early determination of a standard cost.

A standard is "a carefully-thought-out method of performing a function, or carefully-drawn specifications covering an implement or some article of shares or product."

A standard cost, therefore, is a cost that has been arrived at by careful analysis of our own experience and the best experience obtainable from all other sources, and may be expressed as follows:*

Quantity of Materials X Price per Hour = QP.
Total Time of Workers X Rate per Hour = TW.
Total Time of Machines X Rate per Hour = tR.
Standard = st.

$$\frac{QP}{ST} + \frac{TW}{ST} \times \frac{tR}{ST} = \text{Standard Cost } \left(\frac{C}{ST}\right).$$

There is another phase to this question which urges a higher efficiency, a force that is compelling the Ameri-

*Note.—QP stands for quantity of materials multiplied by price per unit.
TW stands for total time in hours of workers multiplied by average rate of pay per hour.
tR stands for total time in hours of machines multiplied by average machine rate per hour.
ST equals standard.

can business man to find out what his ideal efficiency ought to be and work towards it. It is the force of public sentiment.

Under the comfortable conditions when all of us had a hungry market to feed, when we were protected from foreign competition, when we had little competition in our local market, there was no pressing necessity for worrying about what a thing cost because there was a comfortable margin between what it cost to make and the price the public would pay. American manufacturers then didn't bother about their efficiency simply because they didn't have to.

Times have changed.

The changed attitude of the public is expressed in the demand that business shall cut out wastes, that government shall cut out wastes, that our semi-public corporations shall cut out wastes. This demand, largely political, but coming from social, as well as economic causes, is compelling a change of front. Business men are increasingly conscious that "the community does not exist for business, but that business exists for the community"; that as a matter of fact, "business from its humblest to its greatest expression, is for the public service and that its right to exist depends on its ability to give a public service." Whether you and I agree with this interpretation or not, whether it appeals to our sense of the eternal rightness of things or not, it is the new philosophy in the light of which the game of business is to be played; and where the inevitable arises, it is well to get in tune with the times because the times will not get in tune with the individual.

As the Honorable E. H. Gary, head of the United States Steel Corporation, said in a recent address:

"We sometimes forget that it is the masses of the people who determine final results; that they may establish and abolish governments; that they may make or unmake constitutions. Sooner or later they bring about conditions satisfactory to them, even resorting to destructive measures. They have the right and they can determine for themselves what is the right."

* * *

WILL GET THE ESSENCE OF FIVE YEARS' STUDY

The essence of all the study which printers and plant owners in the allied branches of the trade have given during the past five years to the various problems—costs, estimating, salesmanship, efficiency in plant operation, management, etc.—will be presented to those who are wise and progressive enough to attend the sessions of the Twenty-eighth Annual Convention and Congress of the United Typothetae and Franklin Clubs of America, which is to be held in New York, October 6th, 7th and 8th.

There will be no long, tiresome addresses. Instead there will be short, to the-point talks of ten minutes on all the vital subjects. There will also be discussions of the various subjects which will get all angles of a problem before the listeners.

It will probably be the greatest gathering of printers, as well as the most instructive, ever held in America, for requests of the General Committee, 147 Fourth Avenue, New York, show that nearly every live and progressive plant owner will be there. All sessions of the conventions (except a brief executive session on the last day) are open to all printers whether affiliated with the great national or not. All are heartily invited.

New York's printers have arranged a program of entertainment which they hope and believe will give them a reputation as hosts, and it will be entirely free to all printer-visitors. These will include a sightseeing yacht trip around the Island and the great harbor, sightseeing auto tours in which all the sights of the Great City will be pointed out; a grand ball and dinner at the famous Waldorf-Astoria Hotel, and a night at the largest theatre in the world—the Hippodrome—where the great 1914 spectacle, "Wars of the World," will be witnessed. There is a very elastic meaning in the title of the piece, so under the heading is included not only pictures of great military conflicts, but the war of the elements, the war of existence, the war of sport and the war of pleasure. Here is the way one critic describes the new Hippodrome production:

The several scenes connected with warfare lingers in one's mind. There is a tableau battle field under a sombre sky with the wounded and dead partly revealed, while the symbolic figure of History passes slowly across the scene, silently recording the carnage, making a picture of unusual strength and impressiveness.

There is another tableau showing a super-dreadnaught ploughing through a stormy sea and an ocean steamship under way in mid-ocean. These are triumphs of stage realism.

The Gardens of Versailles, in Marie Antoinette's day, and an old Southern mansion and its gardens in out own Civil War time introduce two war episodes that are handled in the regular Hippodrome manner with songs and dances and the customary lurid melodrama. Pageantry is the keynote of the "Wars of the World."

The second episode, set in the England of Richard the Lion Hearted, will thrill all young people who are deep in the first reading of "Ivanhoe" and older spectators who have not forgotten the magic of that tale.

But, after all, the most graphic war picture of all is the one nearest home. The attack on Vera Cruz is the most realistic war picture in the entire pageant, and a real feeling of terror is imparted at more than one point. The taking of the city by the American sailors cheers the overwrought onlooker and the subsequent parade of American jackies leaves him in a fairly complacent mood.

The friends and acquaintances made and the improved point of view secured on many important business subjects will make the expense of the trip to this convention a good investment for any printer. The opportunity to visit and see the nation's great metropolis and show place is one not many printers will miss.

* * *

A NECESSITY

Office of Daily and Weekly Ledger
Mexico, Mo., September 28, 1914.

National Printer-Journalist, Chicago, Ill.

Sirs:—Enclosed find $2.00 for subscription to the National Printer-Journalist to August 1, 1915. A first-class printing office cannot be conducted properly without the National Printer-Journalist.

Respectfully yours,
R. M. WHITE & SON.

REVIEW OF JOB PRINTING

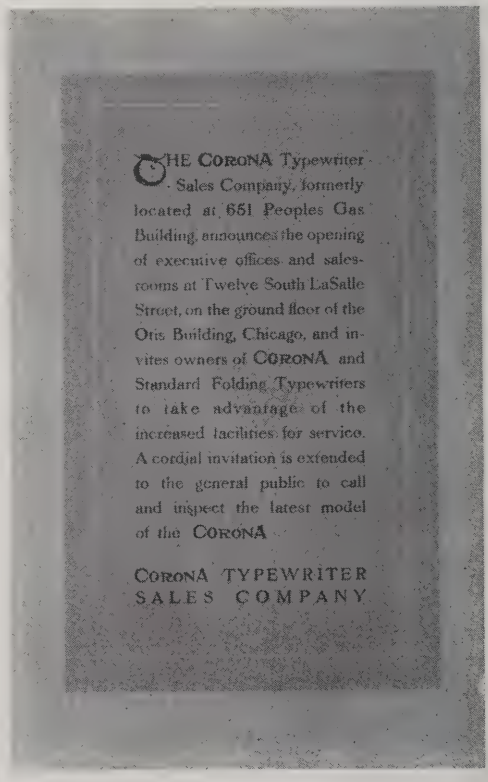
Address All Communications to E. S. HANSON, 538 S. Dearborn Street, Chicago

I AM a firm believer in the value of the course of instruction in printing now being conducted under the auspices of the International Typographical Union. Labor unions are frequently criticised because of the supposed fact that they devote their time altogether to agitation for higher wages, shorter hours, absolute shop power and the upholding of incompetent members. It is to be feared that this is too often the case, and that in too large a percentage of instances little attention is given to the development of efficient craftsmen in the various trades. I have always contended that membership in a union should be evidence of skill as a workman. A union card should carry with it the assumption that a man is worth the union scale or more, rather than putting him in a position to demand that scale whether he is worth it or not.

It is greatly to the credit of the International Typographical Union that it is working in this direction. As a one-time member of this organization, I take pride in the fact that this is so. It is only necessary, in order to determine the value of this course of instruction in printing, to look over some of the progressive designs of the students, as I have done from time to time. The last ones to come to my notice are contained in a booklet recently sent out by the Commission on "Supplemental Trade Education." This book is itself a handsome piece of work and was designed and printed by some of the instructors in the course. This book contains in a nutshell all the information one needs to know about the course in order to determine whether you ought to take it or not. It includes also a number of letters from present and former students, expressing in very strong terms their appreciation of what the course has done for them. I am advised in a letter from the Commission that the ages of these students who have written these testimonials range from 16 to 60, or something like that. At any rate, there are none too young and none too old to improve their craftmanship in this way.

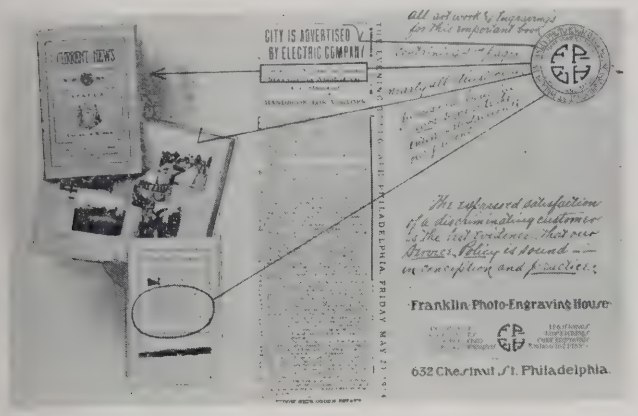
✧ ✧

How a tint block will improve the appearance of a piece of printing, is shown in the little announcement recently sent by a Chicago Typewriter concern. I am reproducting this and I hope the value of the tint will be shown as well in the reproduction as in the original. This is printed on a gray stock of antique finish and the tint block, which is solid, except for the line border, is printed in a tint which gives the appearance of a darker gray over the light. The lettering is in black. Of course, most printers know that, in addition to the beauty of the tint, the lettering prints all the stronger because of being set on a solid background of ink, rather than on the paper itself, thus giving it more of a gloss than it otherwise would have.


THE CORONA Typewriter Sales Company, formerly located at 651 Peoples Gas Building, announces the opening of executive offices and salesrooms at Twelve South LaSalle Street, on the ground floor of the Otis Building, Chicago, and invites owners of CORONA and Standard Folding Typewriters to take advantage of the increased facilities for service. A cordial invitation is extended to the general public to call and inspect the latest model of the CORONA

CORONA TYPEWRITER SALES COMPANY

This is what I call a mighty good piece of work. It comes, as you will note, from the



Franklin Photo-Engraving House of Philadelphia. The halftones and the newspaper clippings are printed in black, the lines over them are in red and the explanatory matter to the right is in green. This folder comes inside of a cover, carrying on it the one word "Evidence." It surely is evidence which ought to convince.

✧ ✧

I am showing this page which comes from a New York advertising agency just because I wonder why they use two columns to a page

THE TITAN STORAGE BATTERY CO.

ITS ORGANIZATION AND PURPOSES

THE lead storage battery has long since passed the experimental stage and for some years has been manufactured on a very large scale. Its field of usefulness is broadening every day, and the future looks big and bright for the battery that is constructed in accordance with best known practice and sold at a reasonable price.

It was a vision of this fact in the present tense and a keener demand for trade high-grade batteries and right prices that called into being the Titan Storage Battery Company.

The Titan Storage Battery Company is young, and is proud of the fact. It has no "dead wood" on its organization roll in its "assets."

The organization of the Titan Storage Battery Company is headed by men recognized as leaders in the storage battery art, men who are equipped with years of experience in this sort of work. Moreover, coming as they do from various other storage battery companies, they bring different methods with them which, combined, result in the survival of the fittest practices of each and in the discard of the less desirable ones.

Not only are the heads of the company and its departments men old in storage battery experience, but they have brought with them foremen and workmen who have been especially

TITAN STORAGE BATTERY COMPANY NEWARK, N. J.

instead of running the matter across the page in long lines. To my mind, the latter would have been far preferable. The type is large and has wide set and the lines are heavily leaded, so that there would have been no confusion to the reader in the long lines and it would have given much more unity to the page. It should always be borne in mind that columns can be increased in width, not only with the size of the type, but with the spacing between the lines. Probably if this type were set solid, the two-column page would look all right, though even then I fancy the appearance would be scarcely harmonious.

The illustration layout of this book, however, does not seem to admit of a solid composition, so that the long lines should have been adopted by all means.

✧ ✧

A recent issue of the American Bulletin, published by the American Typefounders Company, contains some matter which I feel that it will be worth while to reproduce here. I have said a number of things in this department about printers using their imprints freely and see no reason why I should let up in this campaign, inasmuch as some of the best specimens of work are still coming in without imprints. Irrespective of the advertising value of an imprint, I believe that the general use of imprints is an incentive to do better work, for once the habit is established the printer will want to put it on just as much of his work as possible and he will not care to have it on jobs which he does not consider up to his best style of workmanship. But here is what the American Bulletin says about it:

VALUE AND PROPRIETY OF THE IMPRINT

A product is known by the mark of its maker. The producer's trade name, brand, or whatever may be the symbol by which the merit of the merchandise is recognized, serves not only as an advertisement for the manufacturer but makes the purchaser feel more assured of the quality desired, and reflects a credible impression of the purchaser's discretion, sound judgment and good taste.

Pianos are known at a glance as the name of the maker is conspicuously displayed. A piano with a fictitious name, without the identity of the manufacturer revealed, could not command a decent price. The high-class carpenter, or any one knowing the value of good hardware, first considers the make to determine the quality. For instance, "Henry Disston" is enough to satisfy the most exacting when a reliable saw is needed. The barber, or man who shaves himself, decides in the purchase of a razor by the maker's reputation for merit. It is a common feature of human nature with all who purchase things of quality to let others know at sight that the article selected is of the finest. They are proud of the quality mark.

Why hasn't the printer an equal right to place his name on his product? Why must he beg this privilege? Why isn't it mutually understood that the printer's imprint shall invariably appear on his product as a matter of course, unless specifically instructed otherwise by the buyer?

The imprint is a protection to the buyer.

Common sense tells one that no self-respecting printer would care to have his name associated with poor workmanship. A high-grade line of merchandise

presented in a high-grade way is lent considerable prestige by the imprint of a high-grade printer.

On the other hand, too much credit cannot be conceded the influence of the imprint as a business expander for the printer of good products. It gives him more than a local reputation. He becomes known far and wide, wherever specimens of his workmanship travel. He becomes identified as the printer chosen by well-known houses and he shares their reputation indirectly through the natural inference of the business man who is so favorably impressed by the general appearance of the product that he seeks the name of the printer, often desiring similar work done for his own concern.

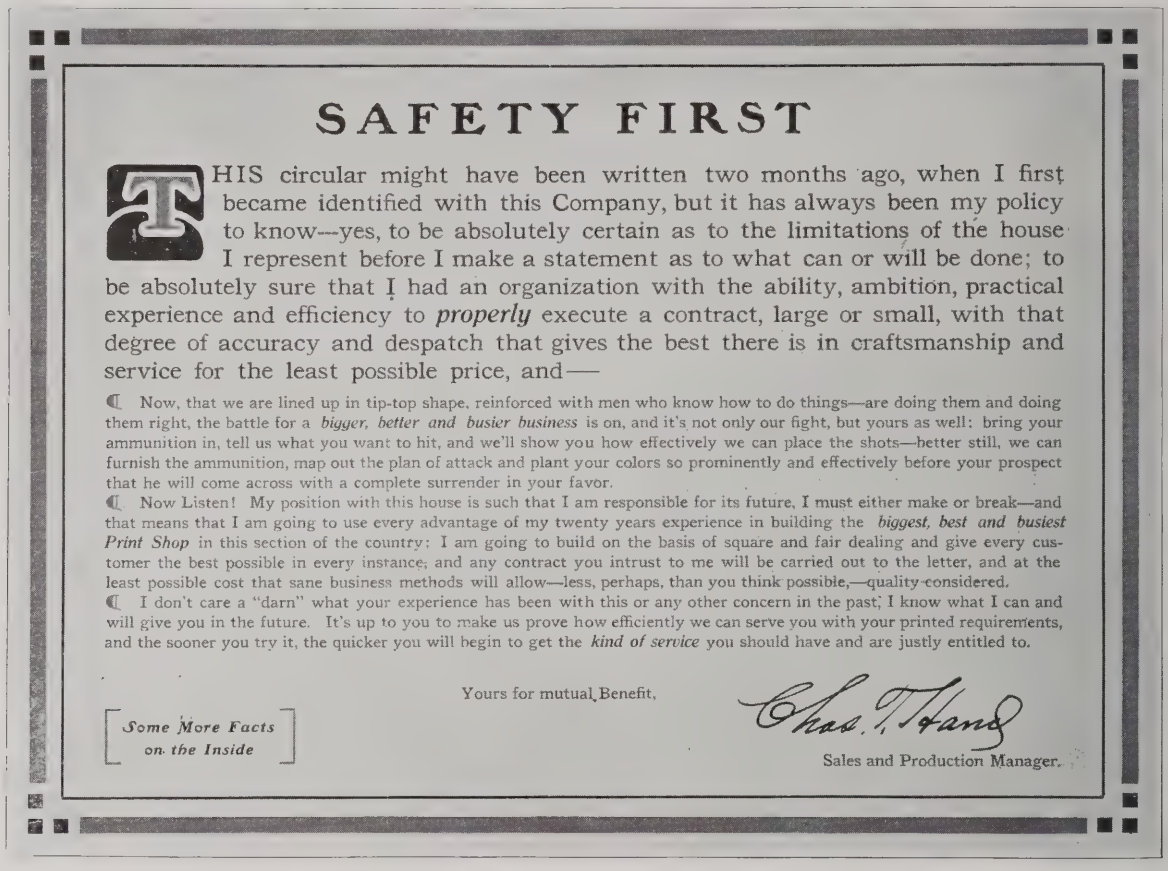
This explains why printing establishments in the Middle West receive inquiries and even orders from the extreme West, South and East. It provides, in a measure, the means of offsetting the invasion of out-of-town printers who have become known in the same way, as it acquaints local business houses with the equal facilities and efficiency of the local printer, encouraging the ever-present desire to patronize home industry and at the same time influencing enough foreign business to replace the outgoing orders.

To gain this end it is advisable to set the imprint as a part of each job, regardless of "copy." When proofs are returned bearing the author's mark of approval, it remains to be seen if exception has been taken to the practice.

As this article is being put into type along comes a clipping from the Boston Globe, wherein we learn of activities on the part of the Mayor, in co-operation with the local Printing Pressman's Union, to ascertain the reason for six hundred thousand dollars' worth of profitable printing being done elsewhere for local business enterprises. The contention maintained is that home facilities, being equal to those offered out of town, warrant the loyal support of business houses that depend exclusively on Boston patronage for their existence.

Here's hoping the Boston boosters will crown their efforts with success; and this applies to every city, town or hamlet.

It would seem that the "Safety First" slogan had almost run its course by this time, and yet I think this is the first occasion on which I have seen it applied to the printing industry. This comes from the Roller Printing Company, Canton, Ohio, and is one page on a four-page folder. I am having the reproduction made large enough so that the matter can be read, and it is good trade sales talk, especially if it is backed up by the kind of service about which the sales manager is talking. On the inside of the folder he starts out by saying that "Advertising should tell the truth," and he is certainly not far wrong on that. I suspect that in this particular case the printers are delivering the goods and are living up to their advertising; but I have known cases in which this was not so, and in which the advertising was, therefore, more of a hindrance than a help, because it roused expectations in the minds of its customers only to blast these expectations when the crucial moment came.



SAFETY FIRST

THIS circular might have been written two months ago, when I first became identified with this Company, but it has always been my policy to know---yes, to be absolutely certain as to the limitations of the house I represent before I make a statement as to what can or will be done; to be absolutely sure that I had an organization with the ability, ambition, practical experience and efficiency to *properly* execute a contract, large or small, with that degree of accuracy and despatch that gives the best there is in craftsmanship and service for the least possible price, and—

¶ Now, that we are lined up in tip-top shape, reinforced with men who know how to do things—are doing them and doing them right, the battle for a *bigger, better and busier business* is on, and it's not only our fight, but yours as well: bring your ammunition in, tell us what you want to hit, and we'll show you how effectively we can place the shots—better still, we can furnish the ammunition, map out the plan of attack and plant your colors so prominently and effectively before your prospect that he will come across with a complete surrender in your favor.

¶ Now Listen! My position with this house is such that I am responsible for its future, I must either make or break—and that means that I am going to use every advantage of my twenty years experience in building the *biggest, best and busiest Print Shop* in this section of the country: I am going to build on the basis of square and fair dealing and give every customer the best possible in every instance; and any contract you intrust to me will be carried out to the letter, and at the least possible cost that sane business methods will allow—less, perhaps, than you think possible,—quality considered.

¶ I don't care a "darn" what your experience has been with this or any other concern in the past, I know what I can and will give you in the future. It's up to you to make us prove how efficiently we can serve you with your printed requirements, and the sooner you try it, the quicker you will begin to get the *kind of service* you should have and are justly entitled to.

Yours for mutual Benefit,

Chas. T. Hand

Sales and Production Manager.

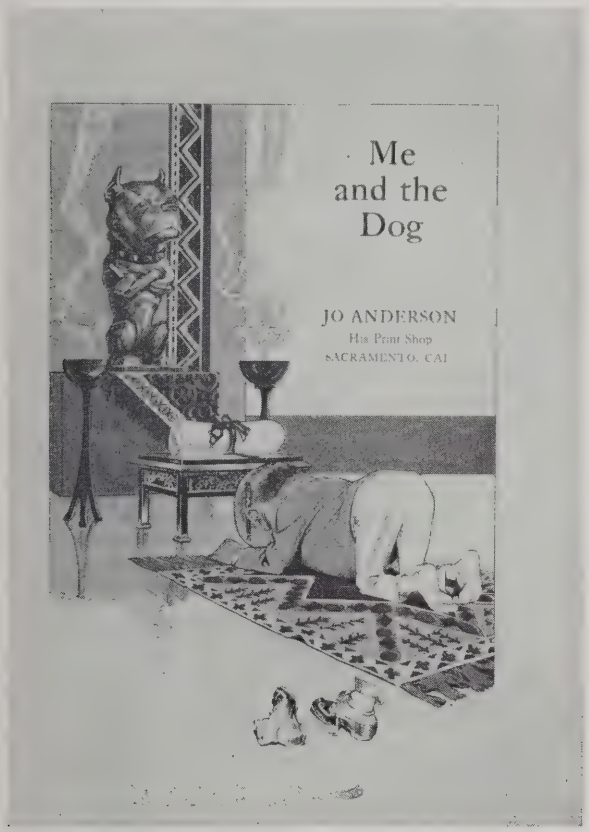
[*Some More Facts on the Inside*]

This piece of work is written so that almost every sentence is a blow straight from the shoulder. It is argument from first to last, and convincing argument at that. In addition to this it is designed and printed in such attractive typographical style that very few people will

pass it by. Special emphasis is laid on the fact that this is the house of complete service, doing designing, printing and binding under one roof. This is usually a selling argument, inasmuch as the customer feels that he can deal with one person, and have the entire job done with a certain unity which it might not possess if worked out in different departments.

✧ ✧

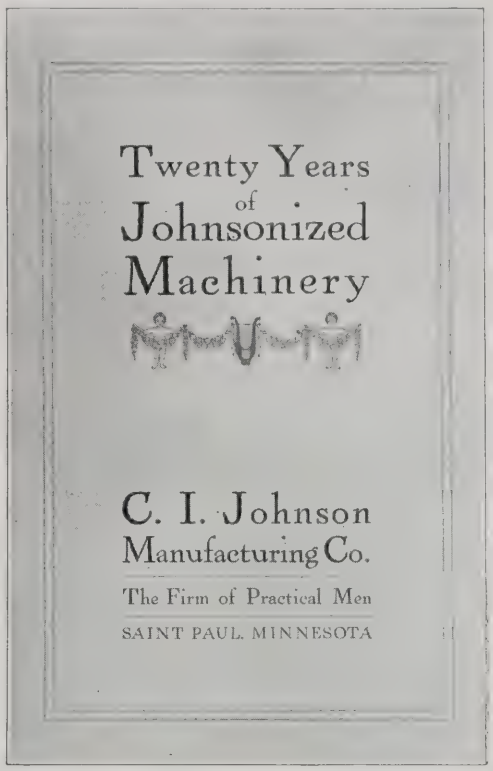
Some months ago I had occasion to refer to Jo Anderson and his dog, both of Sacramento, California, and both of them engaged in the printing business, or so it would seem from the intimate relations between the two. This dog was exploited on a series of blotters which had a wide circulation and received favorable



comment in many quarters. Jo Anderson's worship for his dog is still further exemplified in a more pretentious publication, being a charming little book entitled, "Me and The Dog," and containing a series of pictures and verses relative to the two. The book is fixed up in Jo's best style, on India tint plate paper. He shows the dog on the cover, with a real chain fastening him to a hole in the backbone of the book. It has an illuminated title page, showing Jo with his shoes off, kneeling on a prayer rug before a God-like image of a dog. It is thus that this printer worships the friend of his struggles and successes. The dog's name is "Prudential" because he has the "Strength of Gibraltar," and he is called "Prudy" for short. In order to buy the poor dog a bone, the book is sold to those who desire it at a price of 50 cents, four bits, in other words, as Jo states it.

✧ ✧

The personal touch is valuable in any business. This is emphasized in the title of a booklet which has come from the C. I. Johnson



Manufacturing Company of St. Paul, Minn., and which is entitled, "Twenty Years of Johnsonized Machinery." This means that for twenty years this firm has been rebuilding printing machinery, and has been doing it so well that the Johnsons are not ashamed to attach their name to it. The booklet is a delightful piece of work, showing portraits of the members of the firm, and illustrations of the various departments of the offices, shops and storehouses. It is a handsome combination of black and light brown on white enamel stock.

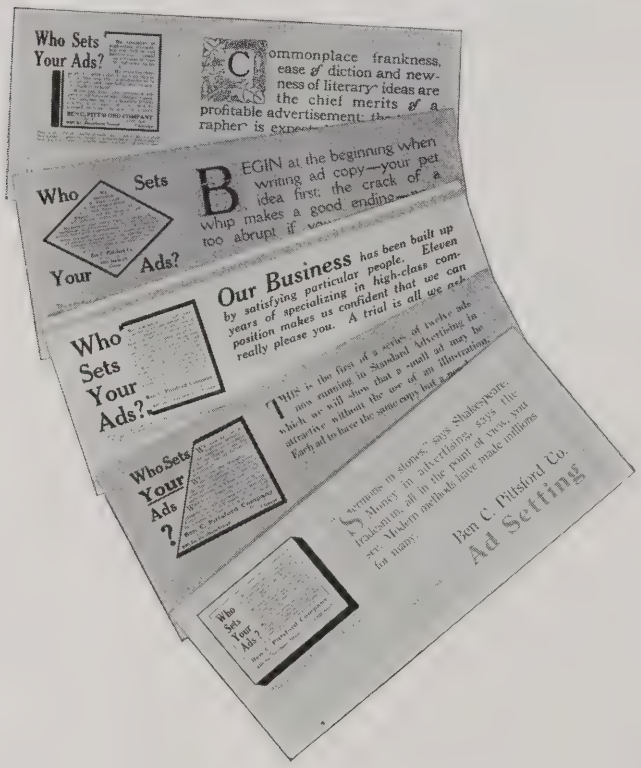
✧ ✧

We read a great deal in the Ben Franklin publications and elsewhere about how to sell printing. I am willing to grant, of course, that printers need a great deal of education along this line, for they are notoriously poor salesmen, but the problem resolves itself after all very largely into one of "delivering the goods." No buyer of printing, whose business is worth having, can be hypnotized by clever salesmanship into believing that a poor job is a good one, nor can he be made to believe that he is satisfied when his specifications are not lived up to or his goods are delivered several days behind the schedule. Good printing will prob-

ably not sell itself entirely, but it will go a long way toward it.

✧ ✧

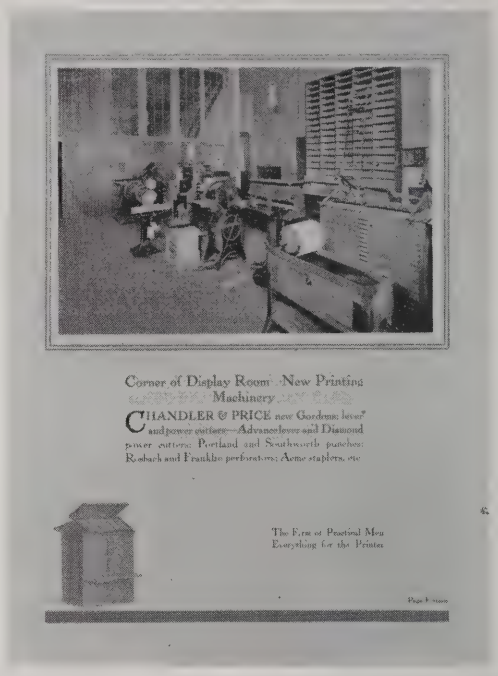
Five delightful blotters come from the Ben Pittsford Company of Chicago. This company makes a specialty of designing of advertisements, as was noted in some detail in this department a year or two ago. Each of these blotters contains on the left hand a small advertisement for the company, the wording being the same in each case, but the composition being different, showing the remarkable versatility and efficiency of the men in the employ of Pittsford. Advertisement composition must be considered almost a branch of the trade by itself. The fact that advertising space is constantly increasing in price makes it imperative that space be used to the best possible advan-


Who Sets Your Ads?
Commonplace frankness, ease of diction and newness of literary ideas are the chief merits of a profitable advertisement; the
BEGIN at the beginning when writing ad copy—your pet idea first; the crack of a whip makes a good ending
Who Sets Your Ads?
Our Business has been built up by satisfying particular people. Eleven years of specializing in high-class composition makes us confident that we can really please you. A trial is all we ask.
Who Sets Your Ads?
Who Sets Your Ads?
Who Sets Your Ads?
"Sermons in stones," says Shakespeare. "Money in advertising," says the tradesman, all in the point of view, you see. Modern methods have made millions for many
Ben C. Pittsford Co.
Ad Setting

tage, and the co-operation of the very best type-designers be secured.

✧ ✧

I am in receipt of a specimen sheet from Barnhart Brothers & Spindler of a new border, No. 698, which they are making. It has one of the first essentials of the general purpose border in these days of hurried typography, and that is, that it is in separate sections so that no joints are visible. As the little sheet shows, it can also be used to very good advantage in making a background for tint. In the mail also comes a set of specimen sheets of Pencraft old style, and Pencraft title series, together with Pencraft initials, all of which are decidedly pleasing. The initials are admirably adapted for use with a tint background, which is furnished with them if desired, though they can also


Corner of Display Room—New Printing Machinery
CHANDLER & PRICE new Gordons; lever and power cutters—Advance lever and Diamond power cutters; Portland and Southworth punches; Roebach and Franklin perforators; Acme staplers, etc.
The Firm of Practical Men
Everything for the Printer

be used very successfully without this background.

✧ ✧

At the present time when everyone is thinking of the war, and looking for war news in

THE PAPER BULLET
Every Shot A Bull's Eye—!
Swift, Straight and Sure!
But your ammunition must hit the mark—sink under the skin—and stay there.
"Eagle A" Writing Papers
are the ammunition used by the "Crack Shots" in Printing, Lithographing and Engraving.
They are always dependable and can be counted upon to bring down the best game.
Ask your Paper Dealer to show you his "Eagle A" Bonds.
This paper is Coupon Bond.
It rings the bell every time.

the paper as the main topic of consideration, some advertisers are capitalizing this trait of human nature by working the war element into their advertising. Here is one such piece of war advertising. It is a little slip of paper cut in the shape as shown in the reproduction, and just large enough to slip into a letter.

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

THE few words which I penned for these columns in last August's number of the National Printer-Journalist, on the subject of shop arrangement and workroom efficiency, as inspired by the suggestion of Publisher C. A. Burner of the Normalite, Normal, Ill., have brought forth the following interesting response from Brother H. H. Hallett, the progressive and efficient publisher of the Kensett, Iowa, News, which ought to prove inspiring and edifying to such newspaper-makers as will peruse it. What Brother Hallett says is so complete and plain, that it requires no further comment from me:

Photo of corner of Kensett, Iowa, News Office

Kensett, Iowa, August 10, 1914.

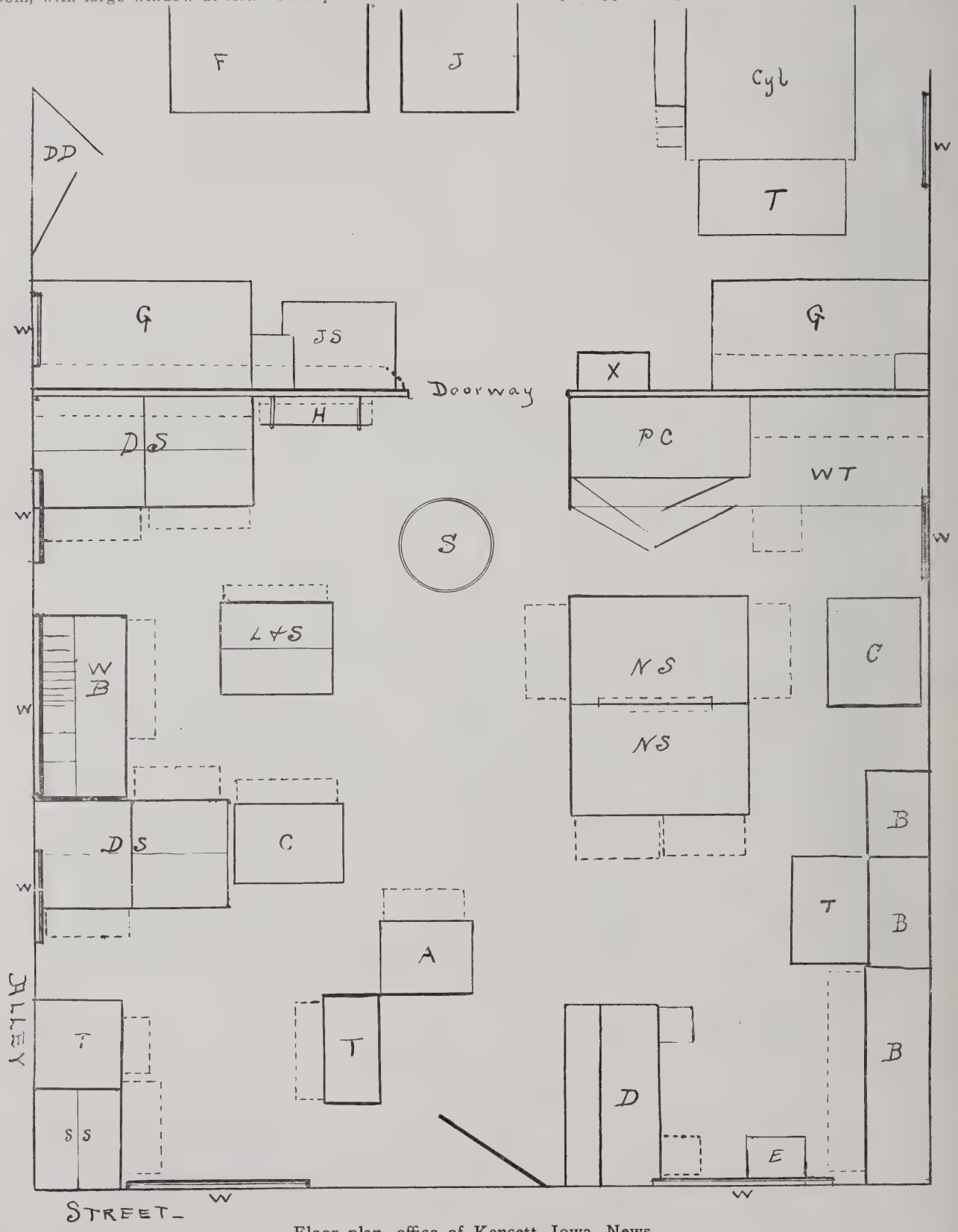
O. Byron Copper, De Soto, Wis.

Dear Sir:—The article in your department in the August number of the N. P.-J. in regard to "shop efficiency and arrangement" brings up a subject that I am convinced is of much importance to the country newspaper men. Not every man has the knack of arranging things handily and making the best use of the floor space he may have, and the question of light is a very important one. Many country offices are located in buildings that would be more appropriate for a colony of bats—as far as the light is concerned—and the effort to improve the working conditions seems almost hopeless. No, I'm not trying to qualify as an "efficiency expert," or anything of that sort, but if my experience in improving the arrangement of my plant may give even one or two men ideas that may start them on the road to a saving of time and more work from the same office, then I will be satisfied that my story has not been in vain.

When I built my own concrete office building two years ago I drew up plans of exactly the floor space I should need, measuring the room necessary for the stands, cabinets, stones, tables, etc., with space for the alleys and sufficient "elbow room." And I did not forget that I might want to install a type-setting machine or another press.

Having drawn up a floor plan (and as a building contractor I have had considerable experience at draughting) I next figured on proper lighting, bearing in mind that light from the left is always preferable.

The building is divided into two rooms, office and composing-room in front, press-room to the rear. There is a double stand containing twenty-four California job cases of ad type against the partition wall of the front room, with large window at left. On top of these stands are two pair of news cases containing 12 and 18 pt. ad letter. (There are also full job cases of the same sizes so that two men can set the same letter at once.) Against the side wall underneath a wide slide window is a home-made bank at which two men can work. Above is lead and slug rack and underneath leader boxes, etc. To the left of the bank is another double stand with its left against another window. The cases of ad and job type are put in the slides from the back.



Floor plan, office of Kensett, Iowa, News

thus making them available to men working in the alley close to the bank—except that two top cases are run in from the front and contain the large fonts of head-letter for the paper. On top of this double stand are pairs of 8 and 10 pt. body letter. By this means two men can work at ads or jobs while a compositor can work at the paper without being in each other's way.

To the left of this stand is a cabinet containing nothing but job letter, with the cases opening into the alley. In this manner the alley really forms three sides of a square about 6 x 8 feet. A single stand is placed on the fourth side of the square, with a good alleyway all around it, which has a case of leads and slugs and four rule cases laid in a blank case. Underneath are several large fonts of display type in job cases. Overhead the first double stand mentioned, and against the partition wall is a long shelf of eighteen boxes of linotype and brass borders for ads, with extra ad figures, etc. Just to the right is the galley rack.

Then, for convenience in a rush, we have a pair of news cases set on brackets over the wood type cabinet, getting good light from a front window. Six feet from the alleys mentioned are the two stones 36 x60, laid together, with a home-made rack above them for column rules, dashes, foot slugs, and all newspaper make-up material. Then we have a job stone just inside the door in the press-room with furniture rack above and chase rack underneath. Also, one of the large tables built against the wall in back room has tinned top that will take care of four newspaper pages during rush times.

The office arrangement includes roll-top desk, drawers fitted for holding card index system for subscriptions, typewriter stand, stationery drawer, bookcase, etc.—with light from large front window at the left. Against the partition wall on the other side we have a large paper cabinet built solid, with compartments below and above for all sizes of paper—double doors below and above—which will hold around sixty reams of paper and keep the different kinds separate. Then there are three long dust-proof drawers for scraps—which we have found to be decidedly a money-saving proposition. Between the upper cabinet and a window (the only window giving us light from the RIGHT) is a good-sized work-bench built of heavy two-inch stuff; and above this are a number of shelves for envelopes, stationery in boxes, binding materials, etc.

So handy has the arrangement proved that we have made no change whatever in two years; for I do not know how we could better it with present equipment.

The main thing that has made for success is that we have an abundance of material so that two men can work without waiting for type, and one can also be working on the newspaper's straight matter without interference. With the installation of a type-setting machine we could improve conditions as far as the job and ad work is concerned, and I want to have all dust-proof cabinets instead of stands some time in the future.

One feature I have not spoken of, and that is the drawers and letterboards under the stones. We have a large number of forms that we keep up for repeat jobs—commercial and county. Instead of robbing our cases to keep the type standing, we have these either linotyped or stereotyped, all ready to be thrown on the press when needed. The expense of the metal is made on the first repeat order.

In the problem of getting out work at the least expense—in short, making for greater efficiency—the greatest factor is material to work with—and then some more material. Not long ago we had several page ads come in on us at the same time. In laying out, I found that they all had to be set in measures calling for a large quantity of 10 pt. leaders. It was impossible to get the body matter linotyped, so I sent in a rush order for leaders, although we had a supply ample enough for all ordinary purposes. But—here's the sequel—a careful record showed that we saved more in TIME VALUE than the cost of the extra leaders, and we now have the $2 worth of leaders which really cost us nothing.

I am sending herewith a diagram which will more fully illustrate the utilization we made of our space. Also, perhaps the photo of a corner of my office opposite the composing side may be of interest to you.

Yours very truly,
H. H. HALLETT.

A—Sample Cabinet. B.—Bookcases. C—Paper Cutter. D—Desk. DD—Double-glazed doors. E—Typewriter stand. F—Folder. FC—Flat-top cabinet. GG—Built-in tables with capacity one ton print paper underneath. Shelves and cut cabinets above. H—Galley rack. J—Jobber. JS—Job Stone. DS—Double stands. SS—Single stand. LS—Lead and slug rack. NS—News stones—8 pages, with letter-boards and drawers. S—Stove. PC—Built-in paper cabinet with compartments. TT—Tables. WW—Windows. WT—Work table—shelves above. WB—Working Bank—shelves underneath. X—Wash Stand.

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Houlka, Miss., August 5, 1914.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sir:—Under separate cover, am sending you a copy of The Houlka Hummer, of this place, which I am sending to you for criticism.

This is my first paper to work on as make-up man. Thanking you in advance for this favor, I am,

Very truly yours,

P. O. Box 132. C. B. McABEE.

There is a conspicuous spirit of progressiveness about this Houlka, Miss., Hummer, which I cannot help but approve of and like. Young newspapers, like young men, are always full of hope, and hope gives a fellow greater ambition. Of course, I don't suppose that hope ever completely dies in any of us who continue to live at all—but as the years roll around, the many disappointments of life tend to cool the ardor of youth. Just so, too, with newspapers, which are nothing more, any way, than the men who make them—after years of life, with its trials and tribulations, they are apt to grow less cheerful and less energetic. Let us hope, however, that the Hummer may never become less sanguine than it is in this Number 8 of the first volume—let us trust that it may continue to hum along as serenely and as hopefully when the volume number has become many times multiplied—but all this pertains to Editor Rad Harrill Reed's work, on which comment has not been solicited. Turning to the subject of mechanical makeup, which is my correspondent's part of the Hummer's making, I am quite

sure there is great improvement in store for this feature. It is hardly possible for me here to enter into a minute discussion of the makeup of this little sheet, which is an all-home-print, six-column folio, but I would advise Brother McAbee to study closely the best publications on his exchange table and note carefully how the work of makeup is done. Great benefit, too, would result from a regular reading of this journal each month. I have frequently outlined in detail the proper way to make up a newspaper—in fact, so frequently am I moved to refer to the topic, that I fear lest I weary regular readers. Brother McAbee has the correct idea as to the proper portion of his pages which should be given up to displayed advertising; but there are many details of the work which only careful study and practice can bring into actualization.

✧ ✧

Prescott, Iowa, August 10, 1914.

O. Byron Copper, De Soto, Wis.

Dear Sir:—In regard to your criticism of my ad specimens in the July issue of the N. P.-J., I should have told you that in the Cheltenham face we have up to the 36 pt. only, which forces us to use the 48 pt. and 72 pt. Gothic, when a heavier display line is desirable. This accounts for the use of Gothic in the ad referred to. I think your suggestion in the arrangement of the head lines would have made a much better advertisement.

I am enclosing a few of my recent ads for your criticism.

Yours truly,
O. E. BOOTH.

I am always as much pleased to hear from advertisement compositors as from editors and

No. 1

publishers, not only because advertisement composition is a very interesting subject to me, but also because it is an extremely important part of the newspaper business and a part which is very frequently neglected throughout the world. It is a pleasure to me to come in contact with printers who are endeavoring to improve themselves in the calling, and thus raise the art to a higher standard, and such a compositor is Brother O. E. Booth, whose specimens show his endeavor to improve by a sane tendency toward simplicity. In his present position I

No. 2

believe this compositor is very much handicapped by the lack of the Cheltenham face in larger sizes, which would enable him to get away from the rather monotonous effect which sometimes results in his work. I am pleased, however, to note the care with which he devotes himself to details, and with the neat, simple manner in which he treats his ads. Two specimens are presented herewith (Exhibits 1 and 2) both of which show up nicely the points alluded to I have been interested, also, in a couple of ads in this contribution, for the Prescott Argus itself, which seem to indicate that the publisher has formed the excellent resolution to boost his own business interests by "blowing his own horn," as he expresses it, through the columns of his paper. I have always been a firm believer in the principle that more printers' ink would be used by more

people, if more printers used more of it. And I am glad to see an increase of the use of advertising among modern newspaper men.

✧ ✧

Pomeroy, Wash., August 11, 1914.

Mr. O. Byron Copper, De Soto, Wis.

Dear Mr. Copper:—We have received a clipping from the current number of the National Printer-Journalist, which has not yet come to hand.

Please allow us to thank you for the many kind things which you have said about the Washingtonian. When the baseball association unkindly forgets a fifty dollar printing bill and goes broke, and the "leading store" decides to drop out of the news through the dull season, a few words like those of yours about something else than gold-alloy, just naturally hit the spot.

Mr. Getz has left Pomeroy and will have charge of the Department of Journalism at the University of Montana during the coming year, after which time he will probably return home. This is the first time a country newspaper man has ever been placed in charge of a Department of Journalism, and we naturally expect that under his direction one school of journalism, at least, will devote more time to the small-town side of the profession.

I am sending you by mail a few copies of the Washingtonian—not necessarily for comment, but because I believe the sheet is improving. I have watched it every week since I was learning the alphabet upside-down out of a type case, some sixteen or seventeen years ago, and the only time it ever looked better to me was the week we took four columns of regular ads off the front page, in 1908.

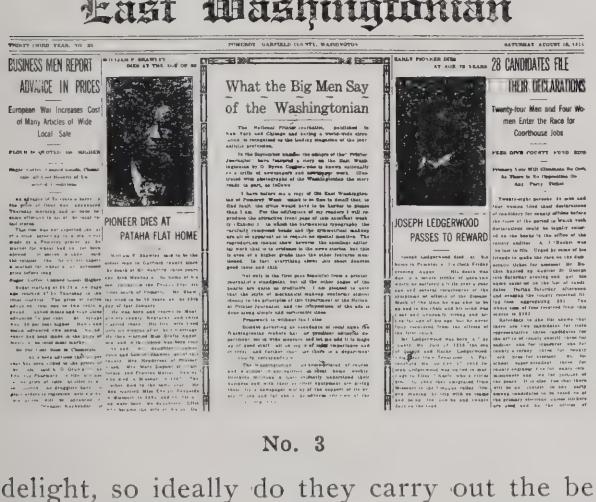
Thanking you again for your very kind expressions, I am,

Sincerely yours,

RAY McCLURG.

The receipt of the foregoing very fine letter was among the writer's recent pleasures. Also, the bundle of late East Washingtonians proved

NEWSPAPER CRITICISM. EXHIBIT No. 3


East Washingtonian

BUSINESS MEN REPORT ADVANCE IN PRICES

European War Increases Cost of Many Articles of Wide Local Sale

PIONEER DIES AT PATAHA FLAT HOME

What the Big Men Say of the Washingtonian

JOSEPH LEDGERWOOD PASSES TO REWARD

28 CANDIDATES FILE THEIR DECLARATIONS

Twenty-four Men and Four Women Enter the Race for Courthouse Jobs

No. 3

a delight, so ideally do they carry out the best modern thoughts of what a home newspaper should be. Some time ago, Mr. Eric W. Allen, in charge of the general courses in journalism at the University of Oregon, wrote the National-Printer-Journalist, with the request that it supply them with the title of the best country paper in the United States. This advice was asked merely that the University might provide its exchange table with the best publications the country affords, and, as the letter was

NEWSPAPER CRITICISM. EXHIBIT No. 4

East Washingtonian

IDENTIFIES THE INSECTS WHICH ATTACK HEDGES

CRAWLS INTO FEEDER, BROTHER STARTS TEAM

DAVID R. LEWIS DIES AT PATAHA FLAT HOME

PREFERS GRAIN FARM TO IRRIGATION PATCH

GRASSHOPPERS AGAIN GIVE FARMERS WORRY

CANDIDATES CONTINUE TO FILE FOR OFFICE

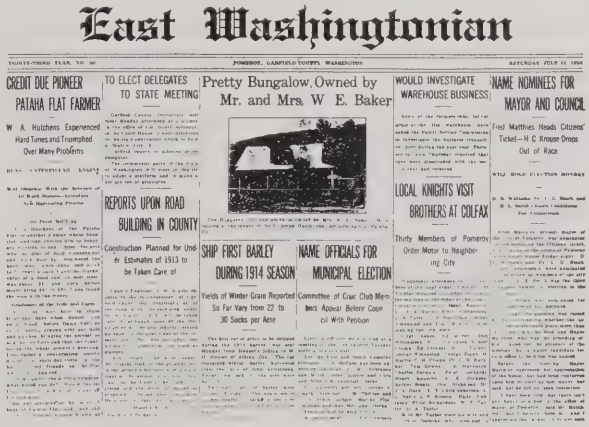
EUROPEAN WAR GIVES POMEROY FOLKS WORRY

COUNCIL REAPPOINTS ALL CITY OFFICERS

No. 4

passed on to me for a reply, my first thought was to suggest to Mr. Allen, the East Washingtonian of Pomeroy, Washington, which, while probably not the best country publication in the United States (for to say just which is the very best is a big task, and could not be done accurately, without copies of the various

NEWSPAPER CRITICISM. EXHIBIT No.


East Washingtonian

CREDIT DUE PIONEER PATAHA FLAT FARMER

TO ELECT DELEGATES TO STATE MEETING

Pretty Bungalow, Owned by Mr. and Mrs. W. E. Baker

WOULD INVESTIGATE WAREHOUSE BUSINESS

NAME NOMINEES FOR MAYOR AND COUNCIL

REPORTS UPON ROAD BUILDING IN COUNTY

SHIP FIRST BARLEY DURING 1914 SEASON

NAME OFFICIALS FOR MUNICIPAL ELECTION

LOCAL KNIGHTS VISIT BROTHERS AT COLFAX

No. 5

best publications before one for purposes of comparison) it is doubtless one of the best and would be worthy of a place on the Oregon University's exchange list. I am happy to note, that, while Brother Getz has gone to teach journalists at the University of Montana, yet the East Washingtonian continues as good as ever. In way of becoming facetious, I might have said that Brother McClung-Getz out just as good a sheet as was formerly the case when the McClung-Getz combination was on the job. But, of course, this is no matter to joke about. To show what an admirable front page is maintained from week to week, herewith I will reproduce the upper part of those of a trio of late issues in Exhibits 3, 4 and 5. Almost any

makeup-man can improve his work by a careful study of these specimens.

✧ ✧

Pryor, Okla., September 3, 1914.

O. Byron Copper, De Soto, Wis.

Under separate cover I am sending you a copy of The Pryor Creek Clipper for inspection and "analysis." I am not assuming any particular importance except in this: The linotype work was done by an 18-year-old son of the publisher, the ads set by a 16-year-old son, and the make-up and press-work was their joint effort. This is their very first issue, where they were not under a foreman or had some one else to rely upon. They tried to follow a suggestion of yours, in a recent issue of the Printer-Journalist, as near as they could. There are defects apparent, but would be pleased to hear what you have to say of the the issue.

Yours,
J. ED. URIE,
Publisher.

I can best introduce my "analysis" of this snappy little weekly by saying that both the boys and "the old mon" deserve this department's heartiest congratulations, for the Clipper shows in each of its home-printed pages the

Ladies Shoes
J&K
WE FEEL FORTUNATE IN BEING ABLE TO BRING TO OUR TRADE THIS LINE OF JULIAN AND KOKENGE LADIES AND MISSES DRESS SHOES
J&K
They Are Known As Being One of The most Up-to-date Dress Shoes In The Country
Every pair is built on style and foundation. They are clever charming, captivating The patrician lines of the foot are developed and emphasized by the "fit the arch" feature.
The High School girl with discriminating taste will inevitably choose a swagger model J & K Boot Let us demonstrate their beauty and style.
W. A. Graham Co.
PRYOR'S GREATEST STORE

No. 6

commendable care and interest of its makers. It is to be presumed that Mr. Urie himself gathered and wrote the news in the Clipper's columns, in which he did well—and then there is his editorial page, which is well filled with a lot of good stuff sparkling with local pride and the spirit of boost. The eighteen-year-old's slug will compare favorably with that of other Linotypists, and the sixteen-year-old's ads are veritable works of art—far better than those seen within the columns of average home weeklies. And, as to the mechanical makeup, I am simply delighted with it—all except those displayed ads on the front page, which could easily have been eliminated. One of the attractive, artistic advertisements from this paper is reproduced as Exhibit 6. It is simply a perfect specimen, correctly displayed, beautifully whited out, exquisitely designed and massed, and most delightfully well balanced.

BUSINESS NOTES

This Department is conducted for the benefit of advertisers, and expresses their claims and views

"LINOTYPE BULLETIN."

The above-named publication, issued by the Mergenthaler Linotype Co. of New York City, is worthy of highest praise for its typographical beauty, as well as for the useful facts, thoughts, examples and suggestions given in its artistically composed and displayed contents.

It should be made a study for style and effectiveness. It should be preserved and bound for the specimens of types and composition shown therein, from month to month, besides, the cover and illustrations are especially appropriate and correct as well as handsome.

The following announcement in the Bulletin for August, and which we reprint, for fear that it may be otherwise overlooked, will be pleasing to progressive operators and Linotype users:

"Convinced that there are many printers bent on upholding the worthiest traditions of their craft, we have concluded arrangements for the appearance in these columns during the next twelve months of a series of articles by writers of acknowledged standing and ability. They, it is hoped, will so analyze the methods and principles of the Master Printers from the Fifteenth Century of our own day, as not only to be of practical benefit to the entire Linotype Fraternity, but also perhaps to offer some suggestions tending to the improvement of Linotype methods of which the makers of the machine themselves may take advantage.

"It must not be forgotten that though the Printer of today is assisted by mechanical aids of such ingenuity as to outstrip the very imagination of his distinguished forerunners, yet pre-eminence in the printers' Art is still a matter of personality. However ingenious the machinery, it is yet for the Printer to select the most fitting types and for the Printer to arrange them in the most attractive of combinations. Upon the beauty of the type and the beauty of its arrangement depends the beauty of the finished product.

"While no claim is made for the Linotype that it can take the place of a skilled human intelligence, it is the firm belief of its makers that so far from interposing any obstacles in the way of the craftsman it will materially assist him in both the functions to which reference has just been made.

"In his task of type-selection he will find himself helped by the watch-word adopted by those responsible for the designing of Linotype matrices—'Type was made to be read,'—while in its arrangement he will find that, apart from effects of inartistic and illogical freakishness, the Linotype will do all that the most experienced of hand compositors can do and will do it with a scientific precision and accuracy."

The Linotype Bulletin will be doubly worthy of study and preservation by the reason of the series of articles named. The fact should never be forgotten that "type

was made to read." One of our leading dailies, the Chicago Herald, has recently gained no small praise by reason of its new motto, carried out in practice, "Easy to read and worth reading."

Clearness and legibility are never to be sacrificed for so-called art. There is the highest kind of art or beauty in utility and there are few things more attractive than a clear, clean page of reading matter, filled with thoughts or facts that speak to mind and heart without hindrance. There is a joy in the well-printed page.

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THE AMERICAN HIGH-SPEED PRESS COMPANY AND WOOD & NATHAN COMPANY TO OCCUPY LARGER QUARTERS

Wood & Nathan Company, widely known selling agent of Printers' machinery, who have had offices in the Metropolitan Building, No. 1 Madison Avenue for the past ten years have been obliged to secure larger quarters owing to their increasing business and have leased for a number of years, the entire tenth floor in the building at No. 30 East 23rd Street, which is directly across 23rd Street from their old location.

Wood & Nathan Company are sole selling agent for the popular Standard High-speed Automatic Job Press and also handle the Automatic Metal Furnace. Wood, Nathan & Virkus Company, Inc., are proprietors of the Virkotype Process of embossing without dies.

The new quarters will give over 2,000 square feet of floor space and besides the business offices will give space for demonstrating the Standard, the Virkotype Process, and the Automatic Metal Furnace. The American High Speed Press Co., manufacturers of the Standard and the Automatic Furnace Co., manufacturers of the Automatic Metal Furnace, will also have offices in the new quarters.

The wide scope and low operating cost of the Standard are fast bringing this profit-giving press to the front as the efficiency machine of the job-press room. An attachment is now made enabling two separate jobs to be run at one time at high-speed, which greatly increases the profits to be derived from the press. Flat or made-up envelopes are also handled at high-speed.

The Automatic Metal Furnace is so constructed that only clean, well-mixed metal goes into the ingots. The molten metal is "puddled," which causes the dirt and dross to rise to the top, the clean metal is then drawn from the bottom of the pot and water cooled. Over eight hundred of these machines are now in use.

The Virkotype Process of embossing without dies enables a printer to imitate steel plate or die stamping and offset work. The job is printed on an ordinary press in the usual way with special ink and is then dusted with a powder and the sheet run through a specially constructed machine which produces the desired effect.

Any one interested in these machines will have an opportunity to have them demonstrated at the new quarters after October 1st.

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Mr. C. H. Eldredge, who for the past three years has been covering a part of the Chicago territory of The Capper Publications under Mr. J. C. Feeley, has been promoted to the management of the St. Louis territory, comprising Missouri, Southern Illinois, and the South, with headquarters at 1106 Chemical Bldg., St. Louis.

INTERTYPE AT MISSOURI PRESS ASSOCIATION MEETING

One of the interesting features of the meeting of the Missouri Press Association at St. Louis, was the exhibition of a Model B Intertype. This machine attracted a great deal of attention and most favorable comment, not only from the publishers outside of St. Louis, but from metropolitan publishers as well.

Users of multiple magazine machines were surprised to learn just how simple a machine of this pattern could be built; in fact, many users of complicated machines were so seriously impressed that they expressed themselves as being heartily in favor of the policy adopted by the Intertype of simplicity and interchangeability.

As one publisher pointed out, he used single magazine Linotype machines, but was unable to have them converted into multiple magazine pattern; whereas a user of a single magazine Intertype could have his machine converted into the double magazine machine at any time, at a cost not exceeding the difference in price between the two models. This appealed to purchasers as being about the best proposition they had ever encountered in the composing machine line.

Many publishers present were Intertype users, and expressed themselves as being thoroughly satisfied with their purchase and with the treatment received from the International Company.

Manager Montgomery, of the Chicago Agency, who is by the way, Missouri born, was present for a couple of days, and renewed old acquaintance, besides making many others.

The meeting of the association was a great success, as was also the exhibition of the Intertype machine. Several machines of different models were disposed of, including the Model Y, the new double magazine, reworked Linotype machine.

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A good display of graphic arts and advertising is assured for the Cleveland Business Efficiency Exposition, to be held November 14-21, by the fact that several firms have taken space for exhibition purposes.

The graphic arts department has attracted much interest, for the reason that merchants are seeking good commercial art and advertising for the exploitation of their products. This is the first time that a graphic arts department has been a part of a large and national business show.

Several Cleveland printing houses which turn out unusually good work will be represented among the exhibitors.

The general display of business devices and systems will be good, for the reason that many manufacturers have taken booths.

Cleveland Chapter, American Institute of Banking, which will hold the exposition, has adopted an unusually effective method of bringing to the exposition the business executives of Ohio. By obtaining the cooperation of Ohio banks, invitations were placed in commercial depositors' passbooks along with monthly bank statements in all parts of the state, October 1. Business men were thus informed that the more important officials of their company would be given tickets if they wished to attend. By this means an unusually large number of buyers of business equipment will be brought to the exposition.

TABLE OF CONTENTS

OCTOBER—1914

PAGE

Advertising as an Economizer of Selling Space 699-700
Advertising, Educational Value of 705-706
Attendance at Editors' Meeting, New Record of 715-718
Aims and Ideals, Club Women's. 718
Anniversary, Silver 720
Advertising, Some Center Thoughts on 727
Business Management 728
Business Notes 744-745
Business, the Heredity of..... 729
Bullet, The Paper 738
Business Press, How the, Can Aid Its Subscribers to Develop Their Local Communities 701-702
Bohn, Henry J., Extracts from Address by 696
Business Efficiency Exposition, Cleveland, Ohio 719
Breach of Peace, Prohibiting that which Tends to 720
Circulation Building, Inter-Departmental Co-operation In.707-709
Colledge, Wm. A., Address by.710-712
Cost Problem, The 713
Calculator, Labor Cost 714
Club Women's Aims and Ideals. 718
Costs, Thinking Right About is Necessary to Efficiency....731-733
Encouraging Letter to Salesmen. 713

PAGE

Editorials, Getting Next to Readers—Charitable, Unprejudiced Judging of Others—Service to Customer 722-723
Fox, Andrew N., Address by.705-707
Fort Wayne, Institutions of.715-718
"Fort Wayne Knit," A Little Journey to 718
Get Together in Organizations. 724
Graphic Arts Display 745
Human Interest, Putting into the Business Press 710-712
Hale, Elmer C., Address by..701-702
Henry, S. T., Address 707-709
Hotaling, H. C., Address by..703-704
Interest of Subscribers, Consider First the 721
Investment, Best, $2.00 in the Shop 730
Imprint, Value and Propriety of. 735
Intertype at Missouri Press Association 745
Joyce, Adrian J., Address by.699-700
Journalistic Education, Evidence of Growing Interest in 721
Job Printing, Review of.....734, 738
Labor Cost Calculator..... 714
Linotype Bulletin 744
McQuilkin, A. H., Address by. 697
Model Manufacturing Organizations, "Wayne Knit."..... 716
Members of N. Indiana Editors. 715
Moffett, Mrs. A. D., Address by. 718

PAGE

Northern Indiana Editorial Association 715-718
Necessity, A. 733
Newspaper Criticisms 739-744
Ownership Statement of N. P.-J. 730
Office Arrangement, Floor Plan of 740-741
Printers' Ink and the Church.703-704
Parks and Playgrounds.....715-718
Service that Sells Printing, Study Advertising Essence of Five Years' Study, will get the.... 733
Parcel Post Newspaper..... 724
Subscribers, Getting and Making Interested Readers 697-698
Style Week 712
"Standards of Practice" Utilized. 721
School of Journalism University of Missouri, Enrollment 721
Safety First 536
School and the Press..... 724
Shepard, Henry O., Memorial Window, Dedication of....724-727
Trade Paper, The, and the General Press 695
Trade Press Association, History of Organizing 696
War in Europe, Reason for..... 729
Wilson, President, Send to Europe 729
Wood & Nathan and American High Speed Press, to Have New Home 745

INDEX TO ADVERTISEMENTS

PAGE

Acme Staple Machine Co. 688
American Embossing Co. 747
Argus Pressclipping Bureau..... 690
American Type Founders Co.... 691
Barnhart Bros. & Spindler..... 691
Barnes-Crosby Co. 684
The Buckie Printers' Roller Co.. 685
The Buckie Printers' Ink Co.... 685
Butler Paper Co., J. W..... 681
Denham Costfinding Co. 692
Gatchel and Manning 689
Globe Eng. & Electrotype Co... 688
Goss Printing Press Co..... 693

PAGE

Hamilton Mfg. Co. 687
Houghton Mifflin Co. 692
Hoke Engraving Plate Co. 690
International Typesetting Machine Co. .....Cover
Johnson Mfg. Co., C. I..... 682
Keystone Type Foundry 747
Levey Co., Fredk. H. 688
Megill, E. L. 747
Mergenthaler Linotype Co. 683
Miller Saw Trimmer 690
Novelty News, The 747
Okie Co., F. E. 752

PAGE

Oswald Publishing Co. 749
Raithby, Lawrence & Co., Ltd. 749
Roosen Company, H.D. Cover, 2d page
Rouse & Co., H. B. 690
Royle & Sons, John 690
Sheasgreen, Ed. E. 692
Syracuse Smelting Works..... 689
Typo Mercantile Agency, The.. 692
U. T. A. Convention 686
Wanner Machinery Co. 748
Wants and For Sale 747
Weekly Printing Trade News.... 749
Wood & Nathan 693

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reach this office not later than the 20th of the month preceding date of publication. Cash must accompany order

A COLD SIMPLEX STEREOTYPING OUTFIT, $19 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage, for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

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WEEKLIES—You need the Foster Service, designed by and for weeklies only; hundreds of publishers now using it; $3 a year; four months' trial for $1; money back if wanted.—Foster Service, Assumption, Ill. tf

Bargains in Printing Presses

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FOR SALE—One Flat Bed Perfecting Press, prints 4-6-8 pages. Will be overhauled and rebuilt. THE GOSS PRINTING PRESS CO., CHICAGO, ILL.

FOR SALE—One Colt and one Universal press in good running order. Address N. P., care National Printer-Journalist.

FOR SALE—AT BARGAIN—New Monona Leverless Type A, receding bed press for newspaper and poster work. For price and description, address Wisconsin Foundry and Machine Co., Madison, Wis.

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NATIONAL PRINTER-JOURNALIST
STATION X - - CHICAGO

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National Printer-Journalist, Station X, Chicago.

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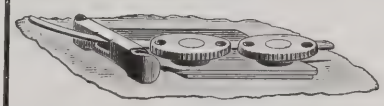

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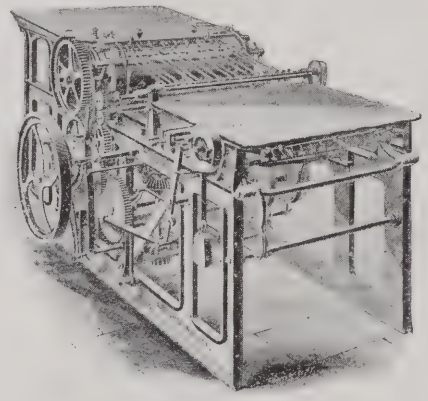

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National Printer - Journalist
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Its service for printers includes thorough news reports from twenty-two paid correspondents located in different sections of the country, and special articles on *Efficiency, Selling, Cost Finding, Suggestions*. It carries a Fiction Story each week with a business moral. In departments it also gives Recent Patents of Interest to Printers, Legal Decisions, and the following:

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For the Country Printer-Publisher.—A page each week of editorial matter on business subjects and an insert of "Up-To-Date-Styles in Newspaper Ad Setting."

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For the Electrotypers.—A page of editorial every other week on business subjects, and a news department.

For the Trade Composition Houses.—A page every other week of editorial matter on business subjects, and a news department.

For the Superintendents and Foremen.—A page of news each week of executives in all sections of the country.

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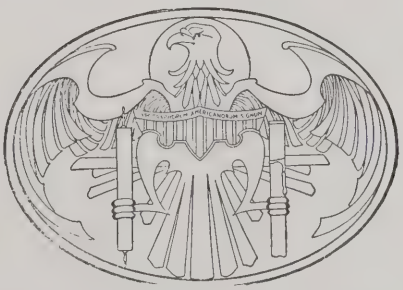

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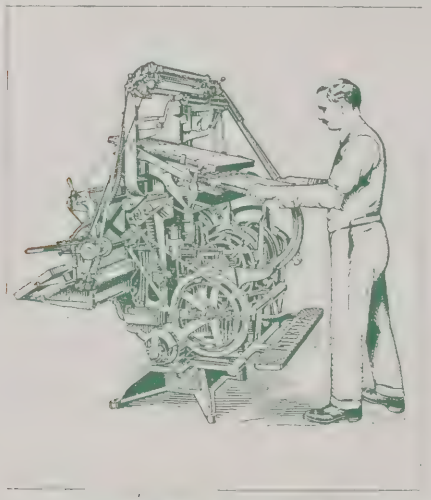

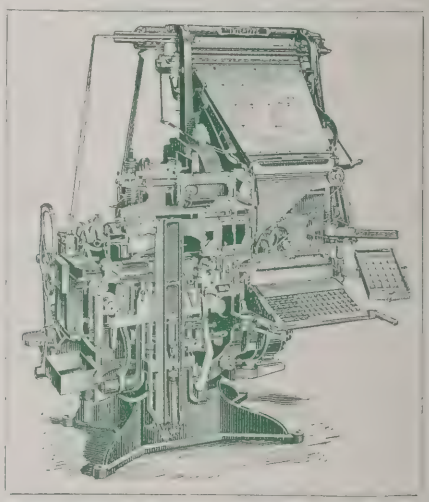

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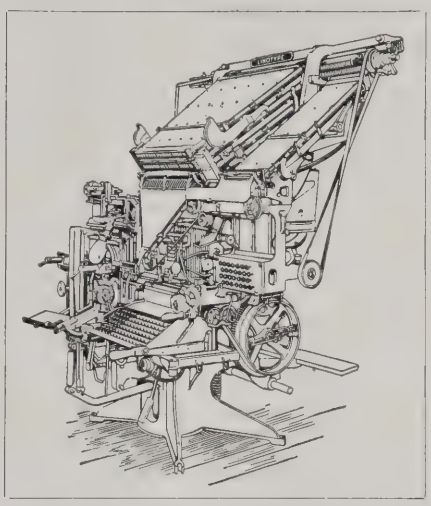
C. I. Johnson Mfg. Company

St. Paul, Minnesota

THIS ADV. SET IN HANSEN CASLON LIGHT FACE AND FULL FACE STRAND BORDER

THE BUSINESS GETTER

Free from
Patent Litigation
and
entanglements
of any sort.



Honestly and
Efficiently made
by the
"MEN WHO KNOW"
how.

A MACHINE FOR EVERY OFFICE

PRICES: Guaranteed Linotypes, $1200 and upward.
New Linotypes, - - $1750 and upward.

TERMS OF PAYMENT: Within the reach of every printer.

More than 1000 faces to select from.
Write now to our nearest Agency for particulars.

THE LINOTYPE WAY IS THE RELIABLE WAY

MERGENTHALER LINOTYPE COMPANY

Tribune Building, New York

CHICAGO
1100 S. Wabash Ave.

SAN FRANCISCO
638-646 Sacramento St.

NEW ORLEANS
549 Baronne St.

TORONTO: Canadian Linotype, Limited, 35 Lombard St.

RUSSIA, SWEDEN, NORWAY, HOLLAND, DENMARK } Mergenthaler Setzmaschinen-Fabrik, G.m.b.H., Berlin, Germany

BUENOS Aires: Hoffman & Stocker
RIO JANEIRO: Emile Lambert
HAVANA (Cuba): National Paper and Type Co.
PORTO ALEGRE: (Brazil): Edwards, Cooper & Co.
SANTIAGO (Chile): Enrique Davis

MELBOURNE, SIDNEY, WELLINGTON, } Parsons Trading Company
MEXICO CITY,
BOGOTA (Colombia): Manuel M. Escobar
TOKIO: Teijiro Kurosawa

SOUTHERN EUROPE, AFRICA, AND THE FAR EAST: Linotype and Machinery, Limited, London, Eng.

Here Are a Few Barnes-Crosby Ideas Applied To Its Own Business

DURING the past year Barnes-Crosby Company has done more advertising than all the other engraving interests in the country put together.

In newspapers, magazines and by direct mailing of booklets and folders, it has succeeded in doing for itself just what it can do for you and for any man with something to sell.

The pictures which border this page show a part of the folders, portfolios and booklets which have been issued by Barnes-Crosby Company during the past year—to spread the message of good engraving and good illustrating to every advertiser in the country.

We have a small quantity of each of the booklets we have shown which will be sent to you upon the receipt of your request, written on your own letterhead.

Day and Night Service

Barnes-Crosby Company

E. W. HOUSER, President

Artists : Engravers : Catalog and Color Plate Makers

226 W. Madison St., Chicago 11th and Locust Sts., St. Louis

Branch Offices in Principal Cities

LASTING SATISFACTION

is guaranteed the purchaser of Hamilton Steel Bindery Tables. Here is a Bindery Table that will not rough up after you use it for awhile; will virtually go through fire and water and be just as good when it comes out as when you bought it. With these Bindery Tables you can put your glue pot on the top without any fear of burning a hole through it. If there is glue stuck to the surface from padding, all that is necessary is to scrape and scrub the top, and it will be just as smooth and good as ever. These Bindery Tables are rigid and will stay that way, and are impervious to all the materials used about them.

The tops of these Bindery Tables are made of the finest furniture steel with a patent stretcher leveled finish. The steel is 1/8 of an inch in thickness. The legs of the table are made of heavy hot rolled angles and channels, as are also the cross pieces and braces.

The Table is finished in a pleasing olive green enamel.

Sizes and prices are as follows:—

No. 785—36 x 72 inches, shipping weight 300 lbs., $22.50
No. 786—36 x 96 inches, shipping weight 375 lbs., 27.50
No. 787—36 x 114 inches, shipping weight 475 lbs., 32.50

Standard Height of Tables, 32 Inches. Other Heights Will Be Furnished Upon Order

All Tables are shipped knocked down to insure the lowest possible freight rate.

Illustration of No. 785 Table, 36 x 72 inches.

Order one of these tables to-day and try it out in your bindery. We predict you will not be satisfied until your bindery is completely equipped with them.

THE HAMILTON MANUFACTURING CO.

Main Offices and Factories, TWO RIVERS, WIS. Eastern Office and Warehouse, RAHWAY, N. J.

HAMILTON GOODS ARE CARRIED IN STOCK AND SOLD BY ALL PROMINENT TYPEFOUNDERS AND DEALERS EVERYWHERE

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer

Dependable
Printers' Rollers
are what you want

If you do not know the
BUCKIE PRINTERS' ROLLERS
You do not know the best

We supply more printers' rollers to the printing trade of Chicago, than is supplied by all ot the other roller manufacturers combined

If you are not using
BUCKIE PRINTERS' ROLLERS
you are not obtaining the best efficiency from your plant

We can afford you a quick and dependable service. The price is the lowest commensurate of quality

LET US DEMONSTRATE OUR CLAIMS
ON YOUR WINTER ROLLERS

The Buckie
Printers' Roller Co.

714-716 South Clark Street
Chicago, Illinois

BRANCHES—ST. LOUIS, ST. PAUL, DETROIT

SHERMAN
Half-Tone Black

PER LB. 35 CENTS

It is low in price, but high in efficiency

Prints and dries out a dense black
Works Clean
Will not ıill up your engravings
Lays smooth
Will not pick
Does not offset
Dries hard and will not rub
Has greatest covering capacity per pound

35c in 100 pound lots
40c in 50 pound lots
45c in 25 pound lots
50c in less quantities

Good enough for best work and cheap enough for ordinary use

This ink will prove the equal in results to any half-tone black sold, by any house at any price

It is being used extensively throughout the country and we have yet to find anyone who is not thoroughly satisfied

To any printer desiring to demonstrate our claims for this ink, we will be glad to send a working sample at our expense

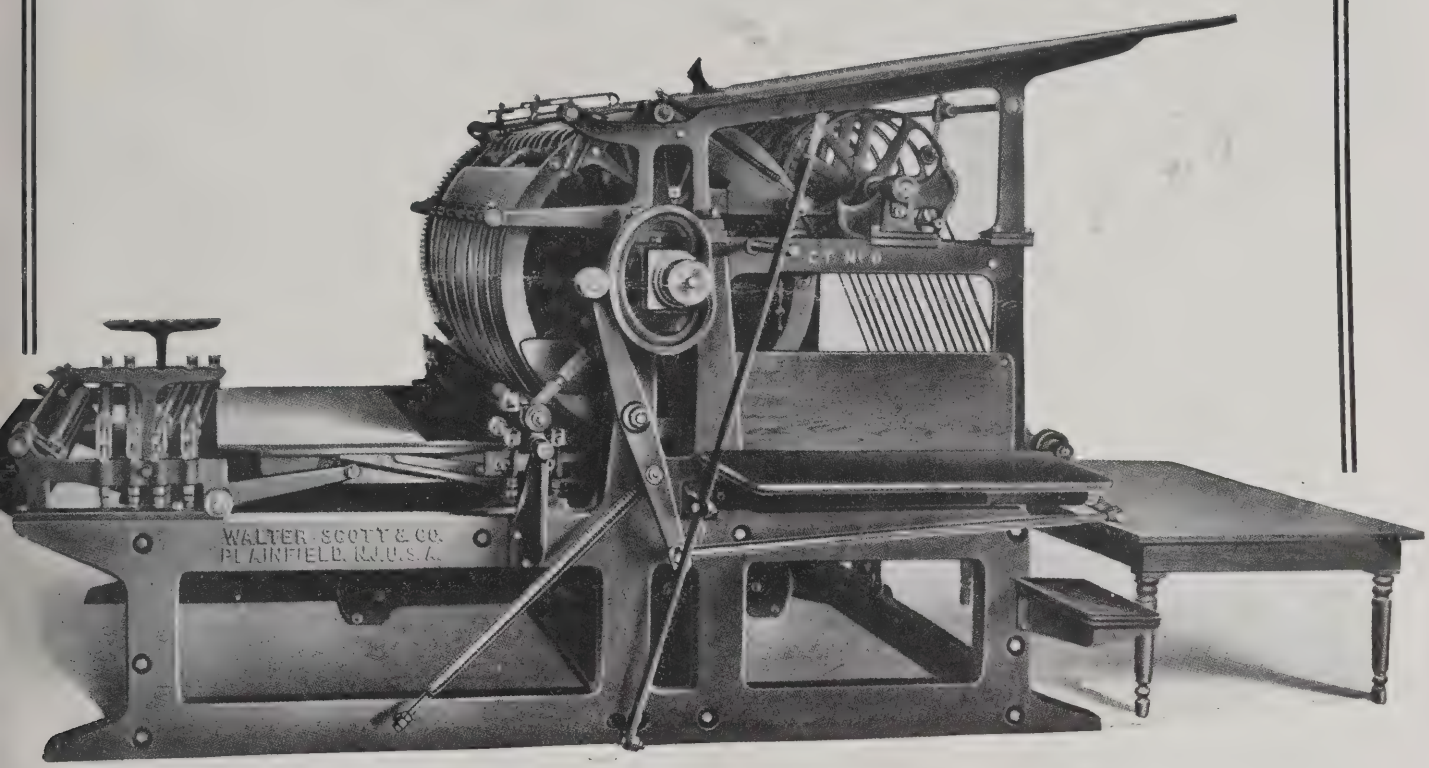
The Buckie
Printers' Ink Co.

714-716 South Clark Street
Chicago, Illinois

BRANCHES—ST. LOUIS, ST. PAUL, DETROIT

The SCOTT LATEST IMPROVED NEWS and JOB DRUM CYLINDER PRINTING PRESS

With Table Distribution and Tapeless Delivery CLASS CT.



THIS IS AN IDEAL PRESS

for publishers of daily and weekly newspapers in the smaller towns and cities and our main object in the construction of this machine is to impress upon you the superiority of Scott Presses. We have spared no pains or expense to make this the finest machine that can be produced for the work and as we build them in large quantities are able to produce so perfect a machine at a reasonable price.

THIS DRUM CYLINDER PRESS

will not only print a six column quarto newspaper, but do good job printing as well. Among the many improvements on this machine, kindly note the rack and screw and table distribution, tapeless delivery, safety gripper motion and air chambers. All adjustments can be accurately and quickly made on this machine.

SIZE AND DIMENSIONS

This machine is built in No. 6 size, bed 33½x47¼ inches, type matter covered by two form rollers 29x43¼ inches. Speed eighteen hundred per hour. Length over all 13 feet, width 8 feet 7 inches. Folders can be attached to this machine.

Send for descriptive circular to nearest office

NEW YORK
1 Madison Avenue

WALTER SCOTT & CO.

CHICAGO
Monadnock Block

Main Office and Factory: PLAINFIELD, NEW JERSEY, U. S. A.

"Globetypes" are machine etched halftones and electros from halftones by an exclusive process
Nickelsteel "Globetypes" are the supreme achievement in duplicating printing plates.

DESIGNS
DRAWINGS
HALFTONES
ZINC ETCHINGS
WOOD & WAX
ENGRAVINGS
COLOR PLATES
NICKEL-STEEL
ELECTROTYPES

THE HOME OF THE
GLOBE ENGRAVING & ELECTROTYPE CO.
701-721 S. DEARBORN ST.
CHICAGO

Telephone, Harrison 5260-5261-5262 All Departments

This NICKELSTEEL "GLOBETYPE" has been used in every issue of the National Printer-Journalist since October, 1912. Note that the printing quality does not show perceptible deterioration.

FRED'K H. LEVEY CO.

NEW YORK

MANUFACTURERS OF

HIGH GRADE
PRINTING INKS

WE make a specialty of Inks for Magazine and Catalogue work. *The Ladies' Home Journal, Saturday Evening Post, Scribners, McClures, Cosmopolitan, Woman's Home Companion, Strand, American, Frank Leslie's Publications, Review of Reviews,* and many others, are printed with Inks made by us. Our Colored Inks for Process Printing, both wet and dry, are pronounced by Expert Printers

THE BEST MADE

FRED'K H. LEVEY, President — CHAS. BISPHAM LEVEY, Treasurer
CHAS. E. NEWTON, Vice-President — WM. S. BATE, Secretary

NEW YORK, 59 Beekman St. — CHICAGO, 505-7-9 S. LaSalle St.
SAN FRANCISCO, 545 Clay St. — SEATTLE, Armour Bldg.

A GOOD STAPLING MACHINE

Is a Convenience and an Economy in Every Printing Office.

ACME No. 6

PRICE $40.

It is an absolute necessity to every printing office that does not have a wire stitcher.

The Acme Binder No. 6

is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing offices A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economic and expeditious manner.

The Acme leads them all and is for sale by Printers Supply Houses throughout the United States. For further and full particulars write

THE ACME STAPLE MACHINE CO.,
112 NORTH NINTH ST. - - CAMDEN, N. J.
ross Typewriter Supply Co., Ltd., London, England, European Agents.

CHEER UP! THE BEST IS COMING!

Best crops, best export year, best satisfied customers—are all ours. Business can't halt long under such fine conditions. Equip promptly to take care of it. We can supply the best of everything you want in composing and press rooms. In the lull prior to the big business that is waiting we have gotten out some wonderfully splendid things—the Pencraft Old Style, Title, Initials and Auxiliaries, Waldorf Text, Authors Old Style Bold, Greek, Hebrew, Russian, Ruthenian and Servian faces, and new Borders. Overhaul the various specimens we have recently sent you and come over to the store of

BARNHART BROTHERS & SPINDLER

CHICAGO NEW YORK CITY WASHINGTON, D. C. OMAHA
ST. LOUIS DALLAS KANSAS CITY ST. PAUL SEATTLE

Set in Authors Old Style Bold 6-Point Combination Border No. 698

Boston Wire Stitcher No. 2

NEW MODEL HIGH SPEED

THE New Model High Speed Boston Wire Stitcher No. 2 is now ready and may be ordered from any of our selling houses; capacity two sheets to one-quarter inch, flat and saddle tables, single adjustment for all parts, operating speed from 125 to 250 stitches per minute, friction clutch, overhead belt or electric motor drive. Two hundred No. 2 Bostons have been sold within the last few months. Customers, therefore, who desire early shipments should send in their orders as promptly as possible.

FOR PRICES AND FULL INFORMATION
REGARDING BOSTON WIRE STITCHING MACHINES
WRITE TO THE

AMERICAN TYPE FOUNDERS COMPANY

GENERAL SELLING AGENT

Set in Cloister Oldstyle and Cloister Italic Cloister Initial Oyolo Border

NOW ON SALE

A PURPOSELY AGED LINSEED OIL HALF TONE HAVING GOOD COLOR AND EXCEPTIONAL WORKING QUALITIES

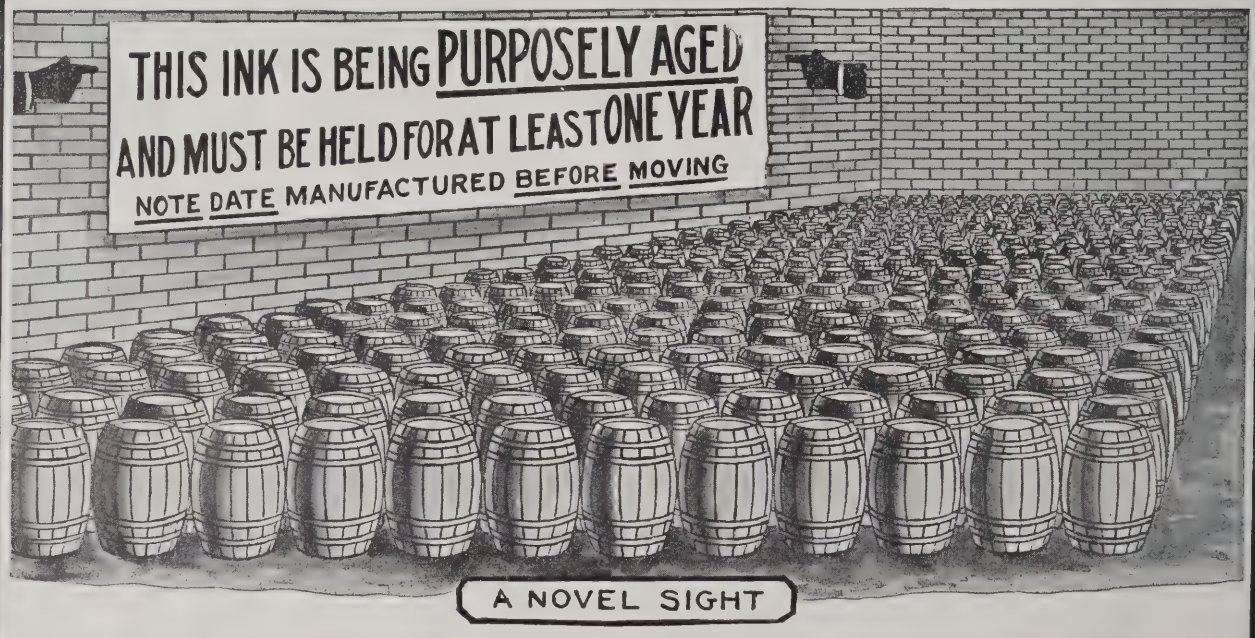
HELD IN STOCK ONE YEAR TO PERMIT OF CHEMICAL ACTION

BLACK AGED INK

PURPOSELY

HELD IN STOCK ONE YEAR TO PERMIT OF CHEMICAL ACTION

THE QUEEN CITY PRINTING INK COMPANY
CINCINNATI



A NOVEL SIGHT

TONS OF BLACK INK REPRESENTING THOUSANDS OF DOLLARS HELD IN STOCK ONE YEAR

BY

THE QUEEN CITY PRINTING INK CO.

CINCINNATI

CHICAGO
PHILADELPHIA
MINNEAPOLIS

DETROIT
BOSTON
ST. PAUL

KANSAS CITY
ROCHESTER
DALLAS

LOOK!!!

The Miller Truck and Its Price

Operated by Screw or Lever

Why pay more for a Lifting Truck

Our New Model No. 3A Lever Truck

$35.00

Can You Beat It?

PATENTED

RAISES, LOCKS AND LOWERS WITH ONE OPERATION

THIS truck, operated by lever, is of all metal construction, has four 7-inch wheels all inside of truck, fitted with Hyatt roller bearings. The handle or Lever is always free from the truck, allowing the front wheels to make a turn to 45 degrees. The truck being 7½ inches from floor when down, raises 2½ inches; is 22 inches wide and 36 inches long and lifts 1750 pounds. Made in three sizes with a capacity up to 3000 pounds.

The Original Lifting Truck

For Light and Heavier Loads Up to 5000 Pounds

$35.00

For Our No. 1 and No. 2 Incline Truck

The same powerful well made truck in use for the past six years.

This truck, operated by screw, is more powerful and easier to operate in a small space. Made in five sizes.

PATENTED

ALL SHIPMENTS F. O .B. OUR FACTORY

"It Lifts and Carries"

WRITE FOR NEW BOOKLET AND PRICE LIST

The Miller Incline Truck Company

Office and Factory: 561 WEST 57th STREET, NEW YORK

CONSULT

The Specialists Who Know

The only Credit Book and Classified Directory of the Paper, Book, Stationery, Printing and Publishing Trade and kindred lines

TYPO

18th Year

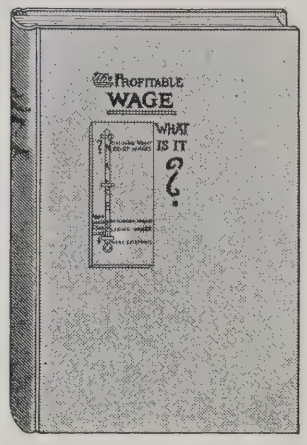
WILL HELP TO
INCREASE YOUR SALES
DECREASE YOUR LOSSES

RATINGS

MOST CAREFULLY REVISED
and based upon substantiated statements and ledger facts furnished by the trade.

THE TYPO MERCANTILE AGENCY
GENERAL OFFICES - 160 BROADWAY, NEW YORK

"THE PROFITABLE WAGE"—A New Cost Book.
It Makes You Think!



TO ALL COST STUDENTS—You need this new book by Ed. E. Sheasgreen, student of cost and economic questions. A NEW LIGHT on Natural Laws in the Business World,—and on the Wage Question. NEW IDEAS about cost forms. Merle Thorpe, of the Department of Journalism, of the University of Kansas, says: "You have driven a furrow through a pioneer field in bringing attention to the Human Machine." Use the invaluable information it contains. Study your condition by this book. You will know better how to take care of your reports on the income tax law. Order now. Nearly 200 pages, bound in green and white, price $2.00 per copy, postage 10 cents. To foreign countries, $2.50.
Write to THE BEN FRANKLIN MONTHLY or THE STANDARD COST FINDING SERVICE CO., Monadnock Block, Chicago, Ill.

Cost Systems devised and installed for the printing and all lines of industry. Write for references.

THE NATIONAL PRINTER-JOURNALIST COUPON

To the Publishers of the Profitable Wage, Monadnock Block, Chicago, Ill., Desk A. 4.
Gentlemen: Inclosed please find .....dollars for..... copies of The Profitable Wage, by Ed E. Sheasgreen.
Name .....
Street Address .....
City or Town..... State.....

Newspaper Writing and Editing

By Willard G. Bleyer, Ph. D.

$1.65, net. Postpaid

"No one but a practical newspaper man could write such a book. It is an account of how to be a thoroughgoing newspaper man—reporter, deskman, correspondent, make-up man, or headline writer. I think it admirable."

Robert Lincoln O'Brien,
Editor of the Boston Herald.

HOUGHTON MIFFLIN COMPANY, Publishers

National Printer-Journalist
4620 Ravenswood Ave. Chicago, Illinois

A COST SYSTEM FOR NEWSPAPERS

Few newspapers, either with or without a jobbing department, have satisfactory cost systems. Profits get away somehow and leaks can not be located.

Figure your costs by the **"Denhamethods"** way and you are assured a proper basis for profit making.

Newspapers using **Denhamethods** Cost System have increased their profits over former conditions.

Denham Service does not make your costs, but analyzes them as they are made in your plant, so that you can see where the leaks are occurring every day. **Denham Service** shows where nonproductive men and machines are and shows up the weak spots in all departments.

The losses **Denham Service** stops more than pays for the installation fee several times each year.

Five hundred printers and allied tradesmen in eighty cities have made bigger profits and improved their business since installing **Denham Service.** "Science of Costfinding" sent free to officers of companies. Calls from representatives gladly made without obligations to you.

THE DENHAM COSTFINDING CO.,

1423 Illuminating Bldg.
CLEVELAND

Branch Offices:
Chicago Philadelphia San Francisco

STANDARD HIGH SPEED AUTOMATIC JOB PRESS

THE JOB PRESS THAT AUTOMATICALLY PRINTS TWO SEPARATE JOBS AT THE SAME TIME

Better Than a Good Wall Street "Tip"

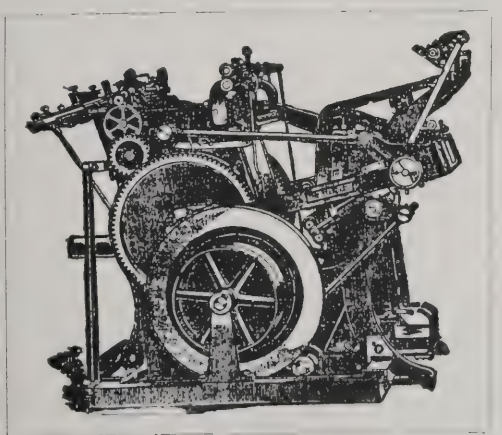
On an initial investment of but $250 in a STANDARD HIGH-SPEED AUTOMATIC JOB PRESS, any office having work enough to keep it busy ONLY HALF THE TIME can earn the amount of the deferred monthly payments and a big profit besides.

Thus in fifteen months, this $250 investment would be represented by a $1,750 machine, free and clear, in your plant, and you would have earned a large cash balance besides.

If you should get a Wall Street "tip" as good as this you would immediately take advantage of it.

Don't look for outside "fliers," be your own "promoter," and get all there is in it for yourself.

Ask us to write you or send our representative.



WOOD & NATHAN COMPANY

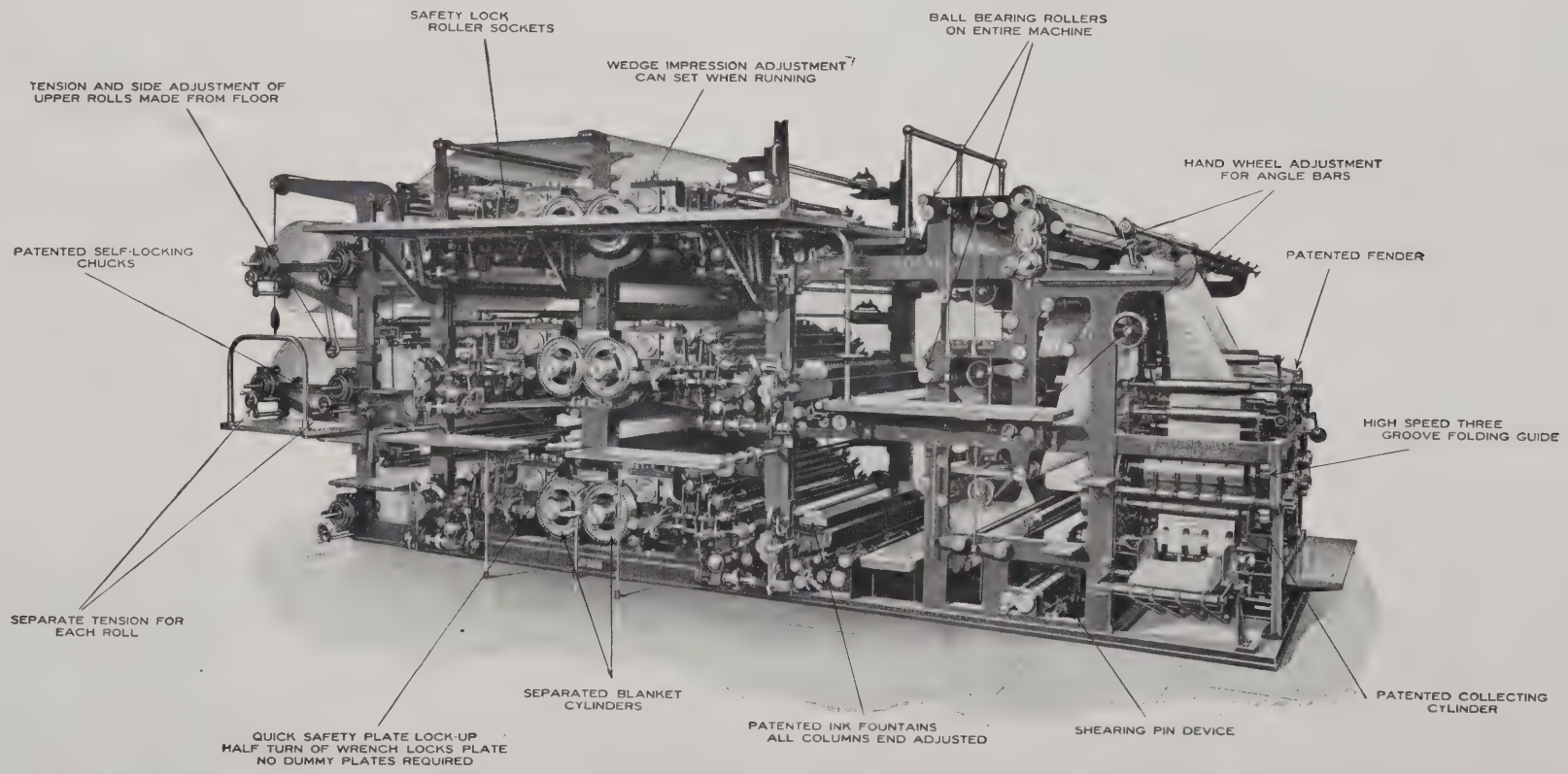
Sole Selling Agent

STANDARD HIGH-SPEED AUTOMATIC JOB PRESS

30 East 23rd Street, - NEW YORK

GOSS PRESS EFFICIENCY

THE "GOSS HIGH-SPEED STRAIGHTLINE" PRESSES


SAFETY LOCK ROLLER SOCKETS
BALL BEARING ROLLERS ON ENTIRE MACHINE
WEDGE IMPRESSION ADJUSTMENT CAN SET WHEN RUNNING
TENSION AND SIDE ADJUSTMENT OF UPPER ROLLS MADE FROM FLOOR
HAND WHEEL ADJUSTMENT FOR ANGLE BARS
PATENTED SELF-LOCKING CHUCKS
PATENTED FENDER
HIGH SPEED THREE GROOVE FOLDING GUIDE
SEPARATE TENSION FOR EACH ROLL
SEPARATED BLANKET CYLINDERS
PATENTED COLLECTING CYLINDER
QUICK SAFETY PLATE LOCK-UP HALF TURN OF WRENCH LOCKS PLATE NO DUMMY PLATES REQUIRED
PATENTED INK FOUNTAINS ALL COLUMNS END ADJUSTED
SHEARING PIN DEVICE

There is a "HIGH-SPEED" Press built for your needs. Let us tell you about it.

New York Office:
Metropolitan Building,
No. 1 MADISON AVE.

THE GOSS PRINTING PRESS CO.

Main Office and Works:
16th St. and Ashland Ave.
CHICAGO, ILL.

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

Volume Thirty-Two | Chicago, November, 1914 | Number Eleven

Unprecedented Interest and Attendance at Convention of Typothetae and Franklin Clubs of America

Practical Business Ideas and Seasoned Wisdom for All Members of the Great Printing and Publishing Fraternity—Advances Made—Efficiency Methods Evolved—A Look Backward

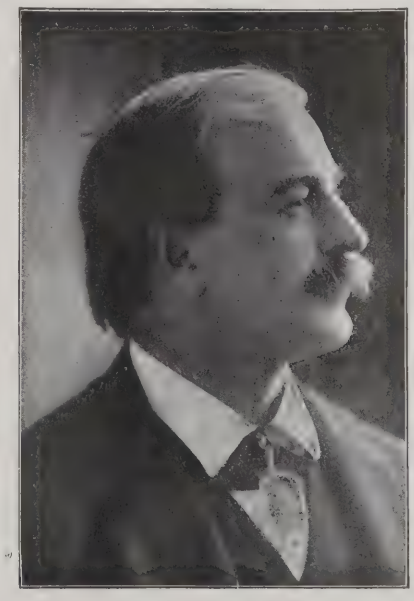
SOME OF THE LEADING ADDRESSES

THE SUPPLY MAN AND THE PRINTER

By W. H. French, President Barnhart Brothers & Spindler

THE other day a philosopher was sitting on a hill, pondering various life questions, when two acquaintances joined him; he recognized them as Buyer and Seller. They said, "We are good friends and have very much in common. We have come to you as an unprejudiced and thoughtful man to ask you how we may best commercialize our friendship and mutually benefit each other." Said the Man on the Hill, "You are asking me to unfold the wisdom of the ages. You would view the promised land through the philosopher's eyes. You are seeking the ultimate word of the altruist. I have read in recent print much about two organizations—the Typothetae and the Ben Franklin Clubs. I have noted with wonder their advanced views of trade and the sacrifices of time, thought and money they have made and are making to improve conditions in the noble art—the great engine of civilization which is their trade; and I have been impressed with the fact that they are seeking not to do this in their individual plants alone but in shops great and small throughout the length and breadth of the land of all who ply the art of Gutenberg and Franklin. It is a most wholesome, a most generous, a most marvelous development—showing how far we have advanced in the direction of universal brotherhood in these early years of the 20th century in the United States of America. Now tell me your problems."

"We both belong to the Typothetae and to the Franklin Club," said Seller. I manufacture what the printer uses—my friend Buyer is a printer—he uses our product; we seek a common ground—the means by which a mutual benefit may acrrue." "Then," said the wise one,



W. H. French

"the problem does not seem to me to be difficult, because Buyer is interested in having Seller succeed and equally at least Seller is anxious to have Buyer succeed in business. In the barbarous old days there was an armed and often a belligerent attitude between you two. This condition has happily passed away. You, Seller, no longer think it wise or even shrewd to put on Buyer's shoulders a load that he finds onerous. In these better times you

do not try to sell poor stocks, poor machinery, poor quality of goods—left-overs, or out-of-date material which you know is not suited to the wants of the customer or which will be detrimental to his business and to his greatest success. On the contrary, you give a very great deal of time to figuring out what will tend to economy in purchase, efficiency in operation—and to what will in the end profit the business of Buyer. So far from stuffing orders you are inclined rather to curb the purchaser if he would over-order, or if he selects type machinery or other equipment that is not the best and most economical. In other words, you try to put yourself in the shoes of the buyer and to save him from needless expense and useless or unprofitable investment. And you, Buyer, have also changed. I speak not of every buyer but the composite. You are interested in the success of the Seller because in his failure there is a distinct disaster to a customer. Especially is this true since Seller makes such articles as type and other specialties which you must sort up or duplicate; but in a broader sense, the failure or ill success or loss of any house in this country, provided that it has been doing a square, reputable business, is detrimental to the general welfare; realizing this, Buyer, generally speaking, does not, and should not, attempt to beat down prices by unfair methods; you have both abandoned the old "cheaper first" tactics, and Buyer is not only willing but desirous, that the house he buys from should make a fair profit on the goods sold.

"And all this is as it should be. If there be those that do not observe these methods of fair dealing, they are the exception, and even they are gradually adopting the fairer methods. The theory of catching the sucker who is born every minute is a fast-disappearing relic of the old shameful trade system."

Said Buyer, "We have another knotty problem; as users of machinery, we find that after a period of years, there is in our plant a press or a paper cutter or a wire stitcher that has outlived its usefulness, and we wish to replace it with a new, modern machine of greater efficiency. It has been our custom to ask Seller to take it off our hands in part payment for the new one. Seller tells me that he has a large accumulation of such machines, partly obsolete, of more or less ancient vintage, having little value unless re-built, and that, when he rebuilds them, he finds that on the one hand they are not for the most part as good as new and on the other hand that he cannot sell them at a price that will give him a profit; that in fact, second-hand machinery is the bane of his business. What would you suggest in view of this condition?" Said the Man on the Hill, "It would appear that here you have several problems, all looking to one answer; Buyer has an old, nearly or quite useless machine, which he cannot profitably use. Nobody could use it profitably in its present condition. It takes a large amount of expense to rebuild it so that any one can use it. Even when re-built, it is not up-to-date. He should not push it on Seller or on a competitor. He would be far better off to have it removed from the market forever. Seller does not want it for he foresees that to take, re-build and re-sell it means no profit, or quite probably a loss. Yet he is interested in getting it off the market. If it be a machine not made by Seller, but by a manufacturer for whose machinery he is an agent, then the manufacturer is deeply interested in getting it off the market. In such a case it is clear all three parties should take a part in accomplishing what each wants done.

1. The owner should accept a very low price for his machine, a price which Seller previously having talked with all interested, should fix as its value and have in printed form.

2. Seller should take the machine, break it up thoroughly and sell for old iron.

3. The manufacturer or all the manufacturers, if there be several making that same general line of machinery, should stand one-half or two-thirds of the net loss of Seller.

This plan would accomplish several things:

a. The dealer who took it in trade will not have the old discard, revamped, in the hands of a cheap competitor arising to plague him.

b. The dealer who took it in trade will neither have the expense of re-building a machine to sell at loss nor the fear that he may sell a machine which it is not good for his customer to have. He may also sell that customer a new instead of the old machine, making a profit on the sale.

c. The manufacturer will be able to sell his agent or dealer or the customer direct a new machine.

And every one interested, original owner, agent, manufacturer and customer, will be better off. For the expense incurred in breaking up the obsoletes will be trifling when thus fitly proportioned."

Said Seller, "Give us your views of Uniform Prices."

Said the Man on the Hill: "It seems to me that that question admits of no debate. To be sure, we are somewhat at sea just now as to what may be lawful in this respect; with a Congress looking at fixed selling rates with one eye recumbent and the other suspicious, with a dispute, still unsettled, as to the applicability of the Sherman Law to certain well established trade practices, with the railroads compelled to adopt uniform and non-competing rates, and with a court decision compelling a patent inside concern to charge a higher rate for its product lest it compete too sharply with another purveyor of the same, we may be pardoned if we are a trifle confused as to what is legally admissible. But as an ethical question, we must all agree that uniform prices are almost equally vital to buyer and seller. There is no danger of prices, in any event, becoming exorbitant; the condition of the market and the ever-imminent peril of competition insure us against that. The seller may be depended upon to fix a selling rate which will give him only a fair profit. The buyer then may be depended on to be well content, for he knows that he is getting and will continue to get as low rates as his competitor; he will be glad to know that what he buys or inventories this year at $10,000 he will not be compelled to inventory next year or later at $8,000, because a price war has reduced the value of his plant.

"Yet, having said this, I will add that as good American citizens you must obey the law, relying upon the certainty that if the law is unjust in its operation or oppressive, the good sense of the American people will speedily cause it to be repealed."

CO-OPERATION

By Mr. Chas. Francis, New York City.

CO-OPERATION needs both sentiment and action for the common cause. It spreads organization work of all kinds in every direction.

The old impression that "competition is the life of trade" seems yet to prevail, which, coupled with inherent selfishness, gives us but a small proportion of success, but with the opening of a new era, in which the different ideas may at least be confederated into one great and glorious co-operative institution or common brotherhood for the uplifting of the printing business, we may look forward to a season of unheard-of prosperity.

It is not only in the confederation of employers that we need co-operation, we should find means by which our customer's co-operation can be secured and one of the best ways would be for us to take the initiative in co-operation with him to make his business tell for the best results. He is our means of living and is entitled to a greater consideration than just merely taking his business in a perfunctory manner, and giving him no assistance whatever in any way. The result of our experience should be at his service and on the other hand he (the customer) should also be willing to remunerate our services, and work together with us for the success of our business as being conducive to the interests of both parties.

Co-operation in our midst started with an amalgamation last year of the United Typothetae of America with the Ben Franklin Clubs of America, and we certainly hope that further action may be taken looking toward a permanent committee which might be termed a "Get-Together Committee," authorized to consult and formulate plans with all organizations in the Allied Trades for the purpose of co-operation through confederation or in any other way that may commend itself to the Committee.

Let us do something that may result in expansion of the co-operation idea throughout the Allied Printing Trades, consideration being given not only to competitive printerdom, but to all phases of the greatest business in the world, and "the Art Preservative of All Arts." Many men of many minds will be met, but there is no reason why some simple plan of co-operation may not be thought out and used, to gather in every member of every organization now in existence. This being done we can then say to the world, here we have one grand co-operation association, some part of which must be necessary to your end of business. One cannot then retort as now: "There are so many organizations that we cannot tell which to co-operate with."

An organization such as ours might very well be confederated for many purposes of mutual welfare and thereby prevent the "germs" and "Parasites" from causing deadly conflict to both parties.

A further application of co-operation, and by no means the least is to seek and encourage our employers co-operation. Any business is dependent entirely upon the consumer or purchaser and the actual producer and every quarrel or disagreement between either of these two great factors always results in loss to the intermediate party to the co-operation, who is the manufacturer or dealer.

Our government, established as it has been upon competitive bases, must change its general system if we are to have co-operation and the greatest achievements of success. When legislation is frequent and derogatory to the interests of the merchant or manufacturer, all those who should be parties to a great governmental co-operation suffer. Many a grand enterprise has been relegated to "innocuous desuetude" by the fear that Congress will enact some law to prevent the investors or capitalists from securing just returns for their investment. On the other hand such legislation has been made necessary by the selfishness and sometimes dishonesty of the "Get-Rich-Quick" citizen, who is the destroyer of all co-operative tendencies.

Again many institutions, such as Boards of Trade, Merchants' Associations, and other organizations of this character, fail of their object, by themselves having executives who are too narrow in principle to take a broad, grand view of the necessity of co-operation in all the measures that may open up to them for adjustment.

Another word about co-operation with the employe. We are all working together for a "profit," sometimes this profit is unevenly distributed. It may be that the customer or employer is taking all the profit and passing on the small end to the producer. This has caused the formation of those co-operative societies among mechanics and all classes of producers called unions who have made many bad rules and caused much unpleasanteness for the employer, one reason for which has been the secretiveness of the employer, or the desire to keep from the employe the amount of profit which he is slicing off as his share. On the other hand, the lack of good business reasoning on the part of the employe has caused him to make the mistake of forcing upon the employer certain bad business rules and more remuneration than the business calls for.

If the principle of co-operation can be adopted throughout our association and also throughout the various organizations of the printing business, such as the working men, the Associated Advertisers Club of the World and other of our customers, and an era of confidence in each other be established, we should all act together for one and one for all; for justice and equity, which would make us not only the greatest nation in the world, but, what is of far more worth the **Happiest Nation in the World.**

Yours for Co-operation.

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THE REMEDY FOR OVER-EQUIPMENT—BETTER SELLING

By Fred Webster, Advertising Manager American Writing Paper Co.

As a Paper Manufacturer I wish to tell book and job printers that they ought to be able to secure at least one hundred and fifty million dollars' worth of new business this coming year. Paper manufacturers are out to help get the business.

We believe the printing industry is over-equipped. We are convinced that the most serious problem today is one of over-equipment. The government figures bear us out in this conclusion. They show that you are doing but two hundred and fifty million dollars' worth of business on a two hundred and two million dollar investment. You are not selling enough printing. The total annual business of the average printer is but one and one-fourth times his investment. A printer should be able to do at least twice his investment. In fact, the really successful printers are doing an annual vol-

ume of business from two and one-half to four times their investment in equipment.

We—that is, my Company—considered this problem more than two years ago, when we decided upon our present advertising policy.

As we have repeatedly told you in our advertising, we realized that we were in partnership with you printers, and that we can only sell more paper as you sell more printing. We are vitally interested in seeing you secure the increased production which your present equipment calls for. But, how are you going to get this larger volume of Catalog, Booklet, Folder, and Letter-Heading Printing?

Our solution is Better Selling Methods. When we analyzed our market for paper and planned our advertising policy, we had to look a long way ahead. We realized that your present volume of printing did not furnish an adequate market for our papers, and that our advertising must help you to create new business if we were to receive satisfactory returns from it. The main purpose of our advertising, therefore, has been to create new uses for printing. We have advertised persistently the advantage of Direct-By-Mail-Advertising—both to the printer and the buyer of printing—the interest aroused by this advertising and the response from it convinces that our conclusions were right.

Now, THE PAPER MAKERS' ADVERTISING CLUB has been formed, of which we are members, and announces its purpose of working with you along these same constructive lines. Just as you printers want your competitors to talk Direct-By-Mail advertising and to get away from the price question, so we want every Paper Manufacturer to advertise the benefits of advertising by mail, as their combined efforts with ours will make more certain the increased output which our industry must secure in order to solve the Over-Equipment problem. We take this occasion, therefore, to commend most strongly the new efforts of the PAPER MAKERS' ADVERTISING CLUB to promote more Letter, Circular, Booklet, and Catalog advertising.

But to get back to the Over-Equipment problem, which is the subject of this paper. I want to repeat that better Selling Methods is the only logical solution for you printers who are over-equipped. While you should junk all your antiquated equipment as rapidly as possible, the real remedy is to sell more printing at a profit.

In talking this matter over with printers, I find that the average printer thinks that he is running from sixty to seventy-five per cent productive, when in reality he is probably not operating at more than fifty per cent productive. The government figures for the entire printing industry show us that the average printer is not running to capacity or that he is not getting adequate prices for his printing. As I have said before, your two hundred and two million dollars investment in equipment is producing but two hundred and fifty million dollars' worth of business when it should be producing at least four hundred million dollars' worth of business.

This condition of affairs as shown by the government figures makes it necessary for every printer, no matter what he individually thinks he is doing, to carefully analyze the productive Capacity of his plant—his equipment. You printers should know positively what you are doing and what you ought to do, you will have to eliminate your merchandise—paper, ink, engravings, etc., and consider only the labor capacity of your equipment. The varying character of merchandise items makes it necessary that you should eliminate them from your calculations. You are in business to manufacture composition and press-work. Your merchandise items vary in one shop as compared with another, according to the class of work done by each. It will only serve to confuse you if you lump merchandise items with your labor.

In making this careful analysis you will find it necessary to adhere pretty closely to the standard of value for your products which your printing organizations have established, and these are $1.50 an hour for composition, $1.25 an hour for press-work, and $2.00 an hour for cylinder press-work. These are the prices that successful printers have found necessary to obtain in order to conduct a printing business at a profit. They are figures averaged from data collected by investigations made in every city in the country. No matter where your business is located, these are the minimum prices you should get for your labor.

Now, as to figuring the productive capacity of your shop. $1.50 an hour for composition, figuring on sixty per cent productive time, each compositor you employ should produce $2,247.00 worth of composition a year. Multiply the number of compositors you employ by these figures, and you will find you have the composition sales that your equipment calls for in one year's time.

As to Job Press work, your organizations have averaged the selling price of all job press work at $1.25 an hour. Each of your job presses at sixty per cent productive time should produce for you $1,873.00 per year. Figuring the sales capacity of your Cylinder Presses the same way, at $2.00 per hour, sixty per cent productive time, and you get in figures $2,996.00 as the selling price on one cylinder press for one year.

Use these figures as a basis and find out what the labor capacity of your shop should be for one year, you will then have a Sales Standard based on practical and intelligent analysis of what your equipment ought to produce for you.

Bear in mind that if you do not get the Selling Price I have given in the foregoing analysis, you must operate your plant at from seventy to eighty per cent productive to make up for the difference. The figures show, however, that to operate more than sixty per cent productive in the printing business is a very difficult and unusual accomplishment. In actual practice you will find it much easier and more practical to get the organization price for your printing than it is to operate your printing plant at from seventy to eighty per cent production. Even though you are able, through superior intelligence and ability, to conduct a printing business at from seventy to eighty per cent production, you should not give the reward of your efforts to your customers, as you do when you cut the organization prices.

This, then, is the way we analyzed the printers' problem when we started more than two years ago our present advertising policy. We found, as we have shown you, that your industry was over-equipped, and that you must either junk a large part of your equipment or get more sales.

In facing this problem, we found that junking your out-of-date equipment would not entirely remedy the evil. More sales were what your industry must have. Figures show that more sales are necessary, and as your partners in the effort to obtain larger production, we naturally resolved on a creative solution rather than a destructive one. What is more to the purpose we found that there was a logical market for increased printing,

that there is an immense and a very much undeveloped market for your efforts in Direct-by-Mail advertising—printing—your product.

You know already how to manufacture printing, the only place that you need help is at your selling end. That is where THE PAPER MAKERS' ADVERTISING CLUB, and the individual members of that club in their own advertising want to help you. Co-operation is the big, new idea in business today. Your organization has been urging co-operation for years. In our PAPER MAKERS' ADVERTISING CLUB we purpose to give you real co-operation. We intend to work with you in your selling Department. Our club and its Promotion Plan is the first co-operative effort of its kind that has ever been attempted in the printing or allied trade field. Its success in increasing the volume of your printing will depend upon your co-operation with it. You can get the $150,000,000.00 worth of new business your industry needs if you join with us in our plan to promote more Direct-by-Mail advertising—more Printed Matter. You can solve your present over-equipment problem. Will you co-operate with your natural ally—the Paper Manufacturer?

* * *

COST SYSTEM OF THE LABOR PLANT

By I. H. Blanchard, New York City.

The large printer today is the most magnificent gambler the world has ever known. He is a buyer, a producer, a seller, and a financier: and in each of these phases of his business he takes a hundred chances, where his brothers, the banker on the one hand, takes none, and the merchant on the other, takes perhaps ten. Our Commercial Agency statistics prove this, winding up with a summary showing that nearly ninety per cent of the concerns in this country who start a printing business fail sooner or later. Based on this, the printer might well be called a 90 per cent gambler, the remaining 10 per cent giving him full credit for the concerns that manage to keep out of a Receiver's hands.

In showing that a printer is 90 per cent a gambler, I do not mean that he is so from choice, or that his chance-taking is directly connected with money transactions, but rather with the things in which he is obliged to invest his money.

For instance, he gambles in buying equipment which may become obsolete before it shows visible wear, due to the development of more efficient machines for doing the same work.

He gambles every time he employes a new Superintendent or Foreman, for the mans' real knowledge may or may not be to his advantage.

He gambles every time he takes on a new workman, for the man's efficiency as regards quantity or quality of work can only be determined by a tryout.

And finally, failing to take into his reckoning all the costs of these uncertainties in his business, he takes a final gamble by meeting his competitors' price, who in turn is doing exactly the same thing, with the result that sooner or later they are both swallowed up by that 90 per cent Industrial failure.

The Printer's relative business worth is reflected in every banker's attitude toward him: for in making the printer a loan, the banker invariably ignores fixed assets or permanent investments and loans only on quick assets and to the extent of about fifty cents on the dollar. Whereas, the banker will loan merchants sometimes as high as 70 per cent of his entire inventory, and will take the securities of other banks at par.

The work that has been done by Printers' Cost Congresses in the last few years has been something tremendous, and out of it is being developed certain principles that will ultimately constitute our Standard Cost and accounting System.

In that work these facts have been established:

First. That no matter what a printer manufactures, the elements of operation always reduce themselves to the same three bases (that is) labor, material, and expense, three identical factors in all accounting work.

Second. The accounting of investments and depreciation should be identical in every printing office.

Third. To secure uniformity of costs, repairs should no longer be charged to expense, but charged to depreciation.

Fourth. As labor, material and expense constitute the unit of the measure for costs of production, the total monthly value of these for any plant must be converted into actual inventoried assets each month.

Fifth—The "Commercial operations" of a print shop, covering all the costs of the selling department, with all the incidental expenses attached to the operation of that department, have absolutely nothing to do with production, or the cost of same, therefore, manufacturing cost accountings must be absolutely separate from the costs of "commercial operations."

Sixth—As costs divide themselves into two distinct phases—those which are direct, and those which are indirect, these latter must in turn be absorbed into direct costs of production: and a careful departmental distribution of these expenses through controlling accounts in which the variables in factory **overheads** are distributed so as to make the costs of production uniform, is of the utmost importance.

Nothing will fool the management of a printing office more than the lump sum pro-rating of expense over the various departments by some arbitrary method, and I believe that the major percentage of failures of large offices can be attributed principally to this cause. The following instance will illustrate:

A large printer whose office was well reputed throughout the United States had for years used a common overhead percentage on direct costs as a total cost determining factor. It became necessary to make a thorough analysis of his business, and the proper department overhead distribution was applied. Out of forty long time contracts, twenty were being sold at an actual loss, and seven more yielded from none to less than 5 per cent profit, with the result that nearly 70 per cent of the business done every year had been profitless effort, yet on the basis of their own figures which spread the common overhead over both labor and material everything had previously shown a profit. The first year after readjustments of costs and charges were completed the net profits of the business increased over 112 per cent.

A properly handled cost and accounting system will show the earnings, or lack of earnings, of every individual piece of machinery throughout the plant, and will operate effectively against the over-equipment of a plant.

Cost Accounting and Industrial Engineering experts agree that:

First—The entire investment of the industry must be active at all times in order to obtain:

(a) Permanency of organization that will give stability to labor and high efficiency through scientific management:

(b) Low cost of production that will insure the ability to meet competition and still make profits.

Second—The weakness of most concerns (and in this I would, from my own experience, place fully 95 per cent of the printing offices with which I am familiar), is indefinite organization, without fixed administrative policy, and without complete and intelligent control of every manufacturing function. This weakness can be overcome by:

(a) Eliminating unprofitable jobs of all kinds.

(b) Making its sales force the servants of the manufacturing plant, and keep the cost of maintenance and operation of that sales force separate and distinct from the manufacturing cost.

(c) Using cost and accounting methods, enabling the management to know the whole story of the business from hour to hour, and day to day at a glance.

(d) Developing a planning department, and obtaining working studies, time studies, and motion studies.

Third—With the foregoing details of the Cost Accounting worked out properly the Master Printer is in a position to operate a plant on a schedule basis securing:

(a) Maximum output.

(b) High quality of output.

(c) Minimum Cost of Production.

(d) Ability to meet any and all legitimate competition.

(e) The earning and paying of satisfactory returns for the effort expended.

May the intelligent and earnest work of our craft during the past few years in developing Standard Cost and Accounting Methods be continued until through the continuous proof of excellence given by the financial history written by our large offices the banking and general mercantile world recognize practically "Typothetae Standard Cost" offices as models among the manufacturing industries.

* * *

CREDIT DEPARTMENT IN A PRINTING HOUSE

By Charles C. Robertson, Woodward & Tiernan Printing Co., St. Louis

I am heartily in favor of a Cost System, and can hardly see how a prudent plant can be run without one. But it is not as important to know whether you are going to collect the bill based on this cost as accurately ascertained. How can you afford a cost department or a factory if you do not maintain a credit department to determine how your credit shall be extended and to collect the money to make up your pay roll.

I have been managing the credits of a printing plant for twenty years, and I well remember the condition that prevailed in the old days. Almost everyone in the office passed on the credits and the members of the firm were especially jealous of their rights in this respect, so that a great deal of personal feeling entered into the extension of credit, and as you all know, in a matter of **this kind** when personal feeling enters in, common-sense generally leaves in a hurry. Now this state of affairs was changed for two reasons. The first was that profits gradually began to dwindle and all outlets for loss were more closely watched. The second was that the heads of printing concerns began to realize that it was far more dangerous to interfere with the proper extension of credit than it was to interfere with the method the foreman of their press-room used in running his department. This is a day of specializing, and I maintain that the extension of credit and the collection of accounts should be centralized in one person and that he should be held responsible and never interfered with.

The correctness of the firm stand in credit matters in the printing business has been clearly demonstrated during the recent slack times we have been passing through. Those houses who have extended credit carefully have been able by the prompt collection of their accounts to finance themselves, and through their ability to retain valuable employes have kept their plant in constant readiness for the return of business. It seems to me that this reason is not one of the least in favor of an inflexible and at the same time sensible course in extending credit.

When the Ben Franklin Club was formed I was enthusiastic about it, as it promised something in co-operation as we understand it in the national association of credit men. My firm was one of the charter members in St. Louis. At first I was somewhat disappointed, as all efforts seemed to be expended on **costs** and **shop practise**, and no thought given to whether it was safe to even charge the price that was finally obtained to certain people. But this state of affairs has been altered in St. Louis at least. We have an active and energetic committee on credits and we feel that we have accomplished considerable along these lines. We publish each month a list of firms and individuals who have proven themselves to be undesirable customers. The reason of their undesirability is expressed in code letters known only to members of the club.

In addition to this list we have encouraged members to call up the office and enquire in regard to new customers and this sometimes develops the fact that a number of our members are being **"worked"** for sketches and ideas by the same person.

In this way we have made it very difficult for the "Deadbeat," who used to wander around from one printer to another, stinging each one in turn. He now finds it very hard to discover a printer who is not prepared to ask uncomfortable questions.

There is also a feature of credits which is not always carefully considered and that is the intimate relation that should exist between the credit and sales department. As a usual thing, there is some bad feeling between these two most necessary branches of the printing business, but this can and should be removed by a free interchange of ideas and by impressing on the sales department not only the necessity of building up a healthy list of customers, whose business can be solicited without fear of friction and incident annoyance to the salesman, but also the fact that it is absolutely necessary to charge to the future prices which the salesman has to quote the uncollectable or bad debts. This feature is not explained frequently enough to the sales department, and I find that when this is done it is readily appreciated by the sort of salesman you want to retain on your pay roll.

Also the fact that the securing of a new customer, who is financially acceptable to the house, means a constant

recurrence of orders, appeals with much force to the salesman who does not confine his thoughts to the sales of the past month, but who has in mind the building up of business he can secure in the future with a consequent increase in his value to his house.

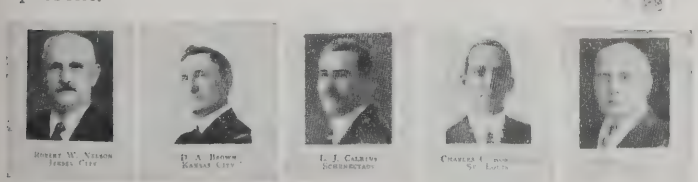
I have often been confronted with the statement that it is all very well for the big printer to refuse orders on account of credit, but that the small printer cannot afford to do this. I cannot for the life of me see how anyone with a thought in his head can reach this conclusion, as it seems to me such a self-evident fact that if a big house cannot afford to carry "deadbeats," surely a small one is very much less able to do so.

There is one other thing that we have accomplished in St. Louis and which I think is well worth adopting all over the country. We have selected an attorney, to whom we send all our local collections. These are registered in the club office and all members are notified on the monthly list that accounts have been filed for collection against certain people. This scheme not only secures better but cheaper service, because of the possibility of bunching accounts against the same person or firm, but it also has resulted in our having a lawyer who is familiar with all printing terms and can meet objections in an intelligent manner. This last point is in my estimation very important, and if this scheme was carried out in the different cities we could send out claims to the attorneys in these other cities with the certain knowledge that they would be handled in an expeditious manner as the usual technical explanation would not have to be made.

It is hardly necessary to point to you printers the impossibility of C. O. D. terms in the printing business, and yet you will find many printers getting caught on just such a proposition. I tell you we must develop a spine and have the good sense to insist on either time to investigate new customers or else a deposit of at least half with the balance payable on the first delivery of goods even if first delivery is only a single copy. This course is the one I have adopted for my house and is the final result of over twenty years' experience in this line of the printing business.

Now, there are many so-called shop practices that come under the credit or accounting department for enforcement and are exceedingly important. Some of these are the refusal to advance cash for any customer for the purpose of buying stamped envelopes and postal cards, and the proper refusal to surrender plates and dies that are the property of the printer unless special agreement has been made to the contrary. These points, together with refusal to grant cash discount should be maintained by every printer if he hopes for ultimate success, and it is only by concerted effort that these rules can be enforced for if one or two printers in the city waive them it makes it very hard for the other printer.

There is a great deal more that could be said on this most important subject, but as the program committee only allotted ten minutes to this paper, I think the rest of the time should be spent in discussion that will bring out facts that would be a great deal of value to all here present.



BUSINESS ADMINISTRATION

By Irwin H. Rice Los Angeles, Calif.

With due deference to the successful superintendent and foreman, the "art printer" and the "slave driver" owner, I would classify the business management of a printing business in the same degree of importance as the mainspring of a watch.

In the first place, every business should have a one general head, upon whose desk is focused in more or less detail every element of the business. He should enjoy comparatively broad executive powers, and possess the ability to deduce and impart the proper information to others interested.

In a broad way the managerial head of a printing business should possess or cultivate a variety of virtues and a willingness for responsibility that would sink a banker or the average merchant in the slough of discouragement. He should accept as his first duty that of being the clearing house for all the troubles and crossed wires in every department. His morning appearance should be the signal for cheerful greetings and pleasant personalities, and he must be ever-ready to smooth out the grouches and adjust the cogs that do not mesh properly. The worst mistake he can make is to become obsessed with the idea that he should be an object of awe and apprehension. This is no idle platitude, as any one can prove for himself by a little observation.

Another essential to the management of a printing business is the faculty for system—the systematic performance of his own duties, and the inculcating of similar habits among the entire personnel of the establishment. This trait is not necessarily a gift of nature, but may be cultivated successfully by any person who is willing to learn. The difficulty of educating his fellow workers to habits of system should only increase the determination of the management to gain the point. Many printers with an entire absence of system take refuge in the excuse that "these systems cause too much loss of time." Of course, such a statement is made through ignorance. I have never yet seen an over-systematized print shop.

The work of a printing house manager may be divided first under the five departments: Manufacturing, Purchasing, Selling, Financing and Office.

Business Administration	Manufacturing	Efficiency
		General Plans
	Purchasing	Equipment
		Material
	Selling	Salesmen
		Estimating
		Prices and Terms
		Advertising
	Financing	Credits, Collections
		Disbursements
		Banking
		Insurance
	Office	Bookkeeping
		Cost Keeping
		Correspondence

With the vital elemetns under these heads—which really cover the entire business—the management should have the most minute knowledge possible. The constant study of cost records, job records, estimates, salesmen s reports, material samples and prices, accounts receivable, final disposition of quotations, etc., etc., will result in a steady increase of information for the good of the business, and make it easy to arrive at quick and accurate decisions.

There is information to be gained from every transaction in the business. Even a prospective order lost, or a customer switched to a competitor should be sources of valuable knowledge for the future.

In more detail I have further diagramed the functions of the manager:

Manufacturing

Efficiency—Providing methods for obtaining, and the study of, reports of production.

Gathering data from which the more efficient employe may be rewarded by wage increases.

Comparative study of job costs, and comparison of results with estimates.

General Plans. Consultation with superintendent or foreman on sequence of work. The manager's centralized knowledge of work in hand or imminent is important to the smooth running of the plant and the fulfillment of promises.

Purchasing

Equipment. Necessity for new, or replacement of type or machinery.

The manager should be well informed concerning improvements and new labor-saving devices.

Materials. Data for determining purchases to secure best prices in quantity.

A close relation is necessary with supplymen to obtain the best information on market conditions. Notwithstanding the many points of friction that have existed between printer and supply men, I am one who believes that the supply man naturally should be, and is in general, the printer's best friend.

Selling

Salesmen. Maintaining the policy of the house through the selling force.

Require sufficient reports on prospects that the dovetailing of information may be used to best advantage.

Maintaining a co-operative spirit among the salesmen, free from jealousy and petty selfishness.

Intimate contact with salesmen, liberal suggestions and encouragement.

Estimating. To my mind, this is the weakest spot in the printing business today. First, the management must enforce a strict observance of the hour costs, and by comparisons with job costs keep continual check on the estimator.

Prices and Terms. A broad knowledge of conditions and a deaf ear to the apprehensions of the salesman are necessary in determining the proper per cent of profit and terms of sale. Only the management is in a position to exercise proper judgment in these important details.

Advertising. The business manager of a printing plant should possess a grasp of advertising principles that will enable him to pass upon, if not to dictate, the advertising of the concern. Especially he should not overlook the advertising value of imprints, and the possibilities in the firm's letters, labels, etc.

Financing

Credits. No more vital responsibility devolves upon the management than this detail, especially in the West, where the speculative element is strong. My favorite admonition is that for every $100 the printer loses on bad credits he must do from $500 to $1,000 business to make it up. The losses must come out of the profits.

Collections... The wise manager will watch his accounts receivable with the utmost vigilance. He will also use systematic methods, which will invariably prove more effective than haphazard "rustling" for money.

Disbursements. To see that the concern's money is properly expended is often looked upon as a trivial detail. The successful manager will see that every invoice is properly checked for receipt of goods, correct price and extension. The matter of time of payment depends upon how long he has enjoyed the use of the Standard Cost System.

Banking. To many printers this may sound like a joke. On the contrary it is an element of your credit standing that every detail of your relations with the bank be accurate and punctillious.

Insurance and Taxes. Too often the value of giving proper attention to insurance is not realized until too late. Fire insurance, with comprehensive inventory, liability insurance and workmen's compensation insurance may any day assume an importance far out of proportion with the small effort and expense necessary to their proper condition.

Office.

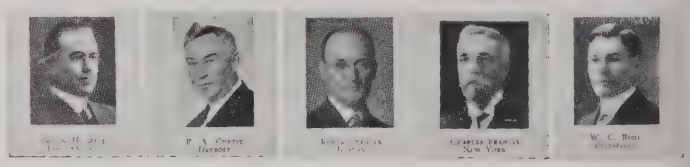
Bookkeeping. How sad is the story of the many businesses that fail through poor bookeeping. There is no more valuable asset to a business than clean, accurate, comprehensive books of account. They are the thermometer, whose reading must be recognized above all other considerations.

Cost Keeping. The business manager should be in intimate touch at all times with the cost records. The production reports and the percentage or productive time have a bearing on other departments of the business which must be recognized.

Accuracy is an essential that must be insisted upon, from the employe's entry to the final summary.

Correspondence. Many people look upon the writing of letters as a disagreeable necessity, without thought of its real importance. There are advertising and sales possibilities in nearly all letters, and the management has within his power the turning of much of the expense of corresponding into profit.

In my last minute I wish to express the opinion that the one greatest element of successful management is system. Reduce everything possible to a matter of record; use printed forms; with precise routine for their handling; buy filing cabinets and desk ticklers; put verbal instructions in the discard—write them; don't fill your brain with details that can be put on paper—give it an opportunity to think.



SIMPLIFYING THE COST SYSTEM

By H. W. J. Meyer, Meyer-Rotier Co., Milwaukee, Wis.

The question, "Why don't you install a cost-finding system?" is one many have often been asked to answer. It is too much work. "The expense would merely increase the cost of production," "My office is too small," or "The system is too complicated," are some of the replies most frequently made. When requested to cooperate in a matter in which we feel we have little or no interest, it is quite natural to offer some excuse.

In my opinion, no employing printer can find a valid excuse for operating his plant without a cost-finding system.

The problem of cost-finding seems to many rather difficult and complicated. I am sure that every printer in this room has more than once felt the need of knowing the exact cost of an hour's time in the various departments of his establishment. I am sure that many often felt inclined to make an effort to ascertain these costs—**almost persuaded themselves to install** a standard cost-finding system—but the proposition seemed too difficult, too complicated.

For a number of years, prior to the first International Cost Congress and the appointment of the Cost Commission, there was no uniformity in the methods of printers in their attempts to determine cost. Every man had his own idea HOW to find the cost of production, and there was no unit of value established. Consequently, when printers met and discussed the subject, they were usually talking along widely divergent lines, but the Cost Congress changed this, and the Cost Commission evolved the idea on which the Standard Cost-Finding System is founded, viz:—1. The hour's time as the unite of value; 2. Keeping an accurate general expense account. 3. Keeping accurate departmental expense accounts. 4. Keeping track of productive and non-productive time and dividing the general expense on a pro rata basis, adding the same to the respective department costs and finding the hour cost by dividing the total department expense by the total productive hours.

There can be no simpler method if the true cost of production is the end sought.

Is it possible that after the Cost Commission has given the matter of cost finding so much study, and that the Standard Cost-Finding System, which has been approved by the five International Cost Congresses, is still so complicated that the small printer cannot apply it to his business? Is the fault with the system, or with the printer?

In my opinion, the system is adapted to all offices—from the largest to the very smallest—the one-platen shop.

It is true that the smaller shops are not obliged to keep records of as many departments as the larger ones, it is also true that the smaller offices do not require as much detailed information as the larger establishments. The blanks as issued from the headquarters of the United Typothetae and Franklin Clubs of America may provide for more departments than are necessary for the smaller plants. This, however, does not make the blank complicated. The departments not used can easily be omitted from the blank, if not required. The various expenses may be itemized in greater detail than is necessary for the smaller office. If the amount expended for postage is only a few dollars per year, it is not necessary to keep an itemized account of it. The same would apply to other minor expenditures.

But it is very necessary to know the total amount expended for each department, although there may be only two very small departments—one, perhaps, having only one stand of type and a stone, and the other one platen press.

If the total amount of expense incurred in each departmnt is known, it is an easy matter to apportion the proper amount of general expense each department is to bear. If the entire cost of a department is known, and a record of productive hours has been kept, it is a simple matter to divide the amount of the expenditure of a department by the number of productive hours of that department to ascertain the cost of the sold, or productive, hour of that department. Every office, although only one person is employed in it, must keep a payroll of some kind. It is a very simple matter to keep a separate record, on the same sheet, of the non-productive time, if there be any, so that the amount of productive time can easily be ascertained.

The simplest cost-finding system, then, would require a separate record of departmental expenses (payroll and other expenditures incurred for the department), a record of the general expense and a record of the productive time.

Every employer is, no doubt, now keeping all of these records except, perhaps, a separate record of the productive and non-productive time. It is only necessary for him to classify properly the various expenditures to enable him to charge such expense to the department for which it was incurred.

The Standard Cost-Finding System requires a record of **nothing more than the items just given.** On the sample blanks issued by the United Typothetae and Franklin Clubs of America are enumerated, for the convenience of those using the system, a number of items of expense. The blanks are also a guide to those contemplating installing a cost-finding system.

The same system can be made very elaborate by itemizing all expenditures, or by subdividing the cost of an hour's time, to enable the employer to know in just what way the cost of the hour was increased or decreased. This undoubtedly is very desirable information, but not at all necessary.

A cost-finding system should be adapted to the needs of the office in which it is used. The Standard Cost-Finding System is simple. It is a practical system for offices of all sizes, and anyone who thinks it is too elaborate for his needs, I am afraid, has not studied it sufficiently, or has not firmly made up his mind he would use it if he found it adaptable to his office. He has not considered the matter **seriously.**

The only way to install a cost-finding system in a plant is to make up your mind that you are going to do so—not only because your neighbor has one, but because it is the only right way to operate a manufacturing plant—the only proper way to stop losses—and the way to make more money if you are already successful. It will give you the courage—the backbone—to ask the right price. You will be fortified when informed that your price is too high (an expression very commonly used by buyers of printing). Make up your mind that if there is any good in it you want it. Give it a fair chance. I know of no better way of simplifying the system. It is not a matter of forms or blanks, but your mental attitude towards the system which makes it appear simple or complicated.

When something new is presented to us, we are usually very ready to turn it down and say we can see no merit in it; the plan is not feasible; it will not work. But, after due and more deliberate consideration, we often find it just what was wanted, and that the proposition, when analyzed, was not nearly as complex as we thought it was. I am certain that many who at present use a cost-finding system had to be urged to install it, but now could not be induced to part with it. It is a part of their equipment. In fact, it is the best investment they have.

Simplify the system by adapting to your office only as much of it as is necessary to give you accurate costs of the departments operated by you. If you have not already installed a system, do it now. Do so as soon as you return home. If you do not understand the Standard Cost-Finding System thoroughly, write to the headquarters of our organization; write to the chairman of the Cost Commission, or perhaps your neighbor, who has one and knows of its merits, will be glad to assist you. It will not only help you, but will help him also. I am sure that if every printer in this country were operating the Standard System the general conditions among printers would soon be very much improved.

Do not wait for anyone to introduce an accurate system which is more simple. The longer you delay the more you will lose. The longer you use the Standard Cost-Finding System the more simple it will appear to you. As already stated, it is not complex—IT IS SIMPLE. It is adapted to your business—no matter how large or how small. Try it for a year. I feel that you will then agree with me.

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CO-OPERATION

By Mr. R. Seaver, Boston, Mass.

Co-operation covers not merely one phase of the printing business, but pretty nearly every relation that any man in any business bears to his fellow man. I can conceive of no real and lasting success in any line of endeavor that is possible without co-operation.

Co-operation as applied to the conduct of a printing business therefore means co-operation with the three principal factors, with employes, with supply houses, with customers, with each other.

Co-operation with Employes—What Does It Mean?

First, it means the providing of a suitable place to work, sanitary, well heated, lighted, and ventilated. This, if you please, from a purely selfish standpoint, since workmen cannot be kept at a high degree of efficiency unless they are given healthful and comfortable surroundings.

Second, it means the providing of proper tools with which to work—the purchase of generous amounts of type and other material in the composing room, the maintenance of machinery in good condition.

Third, it means the systematizing of orders—the routing of work—the planning of all the details possible before the work is passed along from the office so that no time may be lost in the work-rooms in interpreting the orders that come along. A proper order and layout system helps the workmen and reduces the amount of spoiled work to the minimum.

Thorough Understanding and Harmony

Co-operation with employes means more than this. It also means the establishing of a thorough understanding and spirit of harmony between the office and the workroom and between the different departments of the shop. Without this spirit of harmony and good understanding it is impossible to get the best results, however carefully and intelligently other details are planned. A composing room and press room foreman who are not in harmony with each other can cause more trouble than any office system can provide against. An office force at odds with the workroom can cause more trouble than the best efficiency engineer can overcome. Office polities have kept more shops from success than any other one thing. The careful manager knows the importance of this feeling of loyalty to the house, the value of a harmonious organization. The jealous man, the grumbler, the grouch, the sneak is too expensive a luxury for any business. No matter how well he personally may do his work—no matter what position he may occupy—he is a menace to the success of the business. Office polities must be eliminated if progress is to be made. Examine the typical printing office. A dozen, a score, a hundred, possibly a thousand men and women of all ages, races, creeds, polities, and habits are all assembled in one building or one work room. There is one thing and only one thing that they have in common—their work. That is the one important thing to occupy their minds during their working hours. They must be made to feel that whatever personal difference and tastes they may have, that one thing and only one is important to the firm who has bought their time—the work they have to do—that must be done promptly and done well—as well as each one knows how—to that work each one must bring the best he has in brain and body.

Loyal and Efficient Organization

One of the most difficult but at the same time important jobs that confronts the head of the business is the building of a loyal and efficient organization, the inspiring them with this loyalty for the house, interest in their work, and co-operation with their fellow-workers to advance the welfare of the firm they represent. Without such an organization, but little can be accomplished—but with it—nothing is impossible. In many offices, a barrier, invisible but more the less real, exists between office and workroom. This barrier must be broken down.

The office must be regarded as merely the department where orders are received and prepared for the workroom—the work-rooms are the departments where these orders are executed. That is the only difference that exists.

Equipment, Co-operation with the Supply Man

The man who spends money on office fixtures and neglects to supply a proper equipment to the work-rooms is like the comic paper sport who wears a diamond ring but no undershirt. Co-operation with the supply man is quite as important as it is with the employes. A right connection with the proper supply house can be of great help in the development and establishment of a growing business.

A supply house that suits me perfectly may not appeal to you at all, that is why each supply man will get his share of business. Our own business is comparatively small, our paper orders for the year, for example, divided among three or four paper houses would not amount to enough to be an object to any of them. By giving the bulk of our business to one house, however, we make it an object for them to take good care of us and they co-

operate with us in service. Almost any good paper house in any large city carries a sufficiently full line to satisfy the bulk of the printer's requirements. We standardize on one or two grades of coated and book papers—on two or three grades of bonds and writings and on a few lines of cover papers, and are thus enabled to place good orders for standard lines. Our experience has shown us that job lots are apt to be dear at any price. The customer may call for a repeat order on paper that cannot be duplicated—or a job lot may develop defects that costs in extra press work more than the saving on the paper.

Standardizing Stock and Supplies

The same idea of co-operation and standardizing applies to all kinds of supplies that the printer requires—to inks, rollers, machine metals, type and machinery—the supply house that feels that they are getting your business on the basis of service will take more interest in helping you to win than they will if you are constantly shopping and playing one house against the other for some imaginary advantage. Co-operation with allied trades may be included under this head of supply houses. Printers are apt to put in a die press, a perforating or other special machine, in order to take care of some particular job. The result of course is over-equipment. It is better economy to co-operate—to give the specialist a chance at this work on which he can use his special machine and thereby avoid over-equipment.

Co-operation with Customer

Co-operation with our customers is the next thing to consider. The best class of customers today are obtained and held on a service basis. There are price shoppers, of course, and always will be—it is our job to educate them. We printers must learn to look at our business as more than a mere manufacturing proposition. We should regard our plant as a valuable instrument at our disposal to help our customers win new business. If we can help the business men sell more goods or conduct their affairs more efficiently, by suggesting the use of the right kind of printed matter—we are doing two things. We are keeping our plant busy—but more than that—we are winning the respect and confidence of our customers. We are binding them to us with bands that will resist cut-price competition. We are getting new business that we have created, that helps our customer, and we are holding it because our service to him has

Three Classes of Work Needed

proved valuable. The busy plant needs three kinds of work to keep it up for capacity—the routine work, requiring no planning and but little supervision; the competitive work that requires no planning but some time for selling and estimating, and the creative work that requires original effort in preparation, selling and supervision. The first two classes of printing form the basis—they need not carry a high margin of profit; the third class requires considerable personal attention and time, it is necessarily rather limited in amount. The profits on this class of work are and should be generous. In other words our profits will be in proportion to the amount of brains we furnish our customers. Co-operation in this connection, therefore, means this, that we must, so far as possible, project ourselves into the business of our customers—that we must learn all that we can about their problems, that we must become familiar with the use to which their printed matter is to be put, and to have the knowledge and foresight to see their problems clearly and advise them intelligently.

Co-operation with Fellow Printers

Co-operation with our fellow-printers consists in getting acquainted. None of us have a corner on ability or brains. The Almighty spread them out rather uniformly. Our competitors may be enemies or allies—just as we choose to regard them. Usually they will prove rather valuable allies. Our natural chagrin at losing an order to one of them occasionally must balance in the course of the year's business our satisfaction at getting an order from them occasionally. Personally I feel that our plant is not confined to our own little bunch of machinery. I know that there are friends all around us who are ready to help us make good a promise—who would help us in an emergency—just as we would help them. Our equipment consists of more than half the presses in Boston and we tell our customers so.

"How much of our work can you handle?" a big buyer of printing asked us recently.

"All you've got," we told him.

"But you have only so many presses," he replied.

"What of it," we told him. "You want to get your work out—we'll get it out for you and be responsible for it. What do you care about our problems, if you get what you want when you want it."

Business a Worth While Game

He saw the point—gave us his work, though he knows part of it is done outside of our plant. He also knows he gets the service from us that he requires.

A short time ago I wrote an article for a trade paper and called it the "Printing Game." This is the way I have always regarded business—any business—the printing business—the business of life. We are all playing the game of life—it is a big game and well worth the playing. If we play the game with all our might, using all our strength of body and mind—that is all that we can do. We may get a raw decision now and then—that is part of the fortune of the game. But if we learn to accept adverse decisions without bitterness and favorable decisions without undue elation, we shall be doing our part. Then in addition if we scorn to take unfair advantage of opponents and to play the game not only for ourselves, but to help our teammates—our employes, our friends in the allied trades, and our customers, we shall make victory and success certain.

"SPLENDID JOURNAL"

Office of American Artisan and Hardware Record.
Chicago, Ill., October 5, 1914.

National Printer-Journalist, 4616-18 Ravenswood Park, Chicago, Illinois.

Gentlemen:—Enclosed herewith you will find our check for $2.00, covering renewal of our subscription to the National Printer-Journalist for the year ending September, 1915.

Permit us to congratulate you upon the splendid journal you are publishing each month and at the same time assure you that National Printer-Journalist is one of the most valuable trade papers received by us.

Wishing you continued success, we are,

Very truly yours,
AMERICAN ARTISAN.

Routine Report of the United Typothetae and Franklin Clubs Convention With Retrospect of the Membership and Proceedings of 1888 in New York City

Practical Business Ideas and Seasoned Wisdom for All Members of the Great Printing and Publishing Fraternity. Advances made—Efficiency Methods Evolved—A Look Backward

WHILE enjoying all the social features and listening to all the presentations of business ideals and co-operative plans evidenced at the convention of the United Typothetae and Franklin Clubs of America at Waldorf Astoria, New York City, October 6th, 7th and 8th, one who had attended the convention at New York in 1888, the first after the organization in Chicago in 1887, could not help becoming reminiscent.

The change in membership was scarcely less to be noted than in the subjects of matters presented. There were not over six present who had attended twenty-six years ago. In 1888 Theodore L. DeVinne was President and Hon. J. J. Little of New York made the address of welcome, and the following were present, as shown by the full report of the convention in the September issue of National Printer Journalist of that year:

New York—W. C. Martin, Homer Lee, J. T. Harper, Martin B. Brown, Edward Taylor, Douglas Taylor, Joseph J. Little, William C. Rogers, Francis E. Fitch, R. Harmer Smith, John Polhemus, Edward D. Appleton, John C. Rankin, Jr., M. M. Gilliss.

Chicago—Andrew McNally, W. P. Dunn, F. Barnard, R. R. Donnelly, W. P. Henneberry, C. H. Blakely, C. A. Knight, C. E. Strong, William Johnston, P. F. Pettibone, C. E. Rollins, David Blakely.

St. Louis—Richard Compton, W. J. Gilbert, Sam Slawson, H. Feldbush, R. P. Studley, E. A. Smith, George D. Barnard, C. B. Woodward, C. M. Skinner, William L. Becker, W. B. Becktold, Hiram Liggett.

Boston—Horace T. Rockwell, Albert J. Wright, George H. Ellis, Samuel Usher, Frederick Mills, Frank H. Mudge, Frank Wood, J. S. Cushing, Louis Barta, James Berwick.

Philadelphia—J. R. Jones, John R. McFetridge, William B. McKellar, C. McMichael, William M. Patton, J. W. Wallace.

Milwaukee—W. C. Swain, N. L. Burdick, H. H. Zahn, P. Shannon.

Richmond—W. Ellis Jones, Everett Waddey, E. H. Ferguson.

Minneapolis—C. A. Mitchell, W. P. Harmon.

Rochester, N. Y.—E. R. Andrews, W. E. Balkam, D. S. Barber.

Cincinnati—A. H. Pugh, J. J. Sullivan, C. J. Krehbiel, A. O. Russell, J. B. Davidson, Robert T. Morris, Thomas Keating.

New Haven—C. S. Morehouse, L. L. Morgan, Wilson H. Lee.

Louisville—James Davidson, Howard M. Griswold.

St. Paul—William P. Johnston, K. E. Clymer, William F. Repke, George M. Stanchfield, Dennis S. Sperry, David Ramaley.

Detroit—Thomas Williamson, John Taylor.

Topeka—C. C. Baker.

Portland, Ore.—Frank W. Baltse.

On Wednesday, September 19, President DeVinne called the members to order at 10:45 o'clock.

Applications for membership by the Typothetae of Scranton, Pa., and the Typothetae of Albany, N. Y., were received and referred to the executive committee.

R. P. Studley, from the committee on the apprentice system, reported progress and asked for further time, which was granted.

On motion, B. B. Herbert, of Indianapolis, Ind., was granted the privilege of the floor.

Additions were made to the roll of those present as follows: Nashville, Tenn.—J. D. Andrews; Memphis, Tenn.—A. J. McGallum; Albany, N. Y.—John A. Sleicher and John D. Parsons; Toronto, Can.—Wallace McLean; Kansas City, Mo.—J. D. Havens; Indianapolis, Ind.—B. B. Herbert.

The subjects especially considered twenty-six years ago were, arbitration based on the principle of equal rights to all men in the trade, recommended in the President's address; a "Printers' Protective Fraternity;" "the starting of new firms without capital by the manufacturers of printing and binding material to the detriment of the legitimate trade;" "the paper dealers' action in selling stock in small quantities to the general public at the same figure made the trade;" "the organization of a Typothetae society in every city and town and

A few of the leading Members and Officers in 1888—A sad reminder of Mortality through recalling the large number who have died in Twenty-six Years—From the September, 1888, issue of the National Printer-Journalist

using interchangeable cards;" "the proper division of expense, power, heat, rent, etc." The latter was the beginning of what has since resulted in the Standard Cost System.

Besides, rules of office practice with regard to cuts, standing matter, etc., were left in the hands of a committee to formulate.

An International Copyright Law was considered and the celebrated author, Edward Eggleston, eloquently advocated the same.

No prepared addresses, other than the address of the President, were presented. The business consisted of reports of committees and action thereon.

There was, at that time, no Typothetae organization at Indianapolis, Ind., where the National Journalist was then published, hence the editor of this paper was admitted to the privileges of the floor by resolution.

The mortality of twenty-six years seems pretty large and somewhat saddening, but each of those who died performed his part well and the recalling the memories of the departed, at least to the extent of the reprinting of their names and the part they took in this great undertaking twenty-six years ago certainly is becoming and not without value in helping to cherish their worthy personalities, friendships, words and work.

What a contrast was shown by the convention of 1914, with an enrollment of 1,718 and the presentation of more than three score addresses by able members of the craft from all sections of the Nation.

These addresses in their completeness treated every department of the business and showed what wonderful advances have been made covering all that pertains to efficiency, cost, financing, insurance, co-operation and all else. We have been able to present a few of these addresses of broadest application and greatest direct value to our readers.

The 1914 convention was opened in the splendid convention hall of the Waldorf-Astoria at 9:30 A.M., October 6th. Here by permission we call to our aid the splendid summary of the proceedings published in the Printing Trade News, New York City, of October 17th:

The meeting was called to order at 9:30 by James W. Bothwell, president of the Typothetae of the City of New York. He extended a warm welcome to the delegates and visitors on behalf of the local organization.

The invocation by Rt. Rev. Mgr. Michael J. Lavelle, V. G., rector of St. Patrick's Cathedral, New York, followed.

An address of welcome on behalf of the City of New York by George McAneny, president of the Board of Aldermen, was well received by the delegates and visitors. President A. M. Glossbrenner, of Indianapolis, on behalf of the organization, responded in a short but fitting address, after which the convention was declared formally opened by President Geo. M. Courts, of Galveston, and the regular order of business began with the president's annual report.

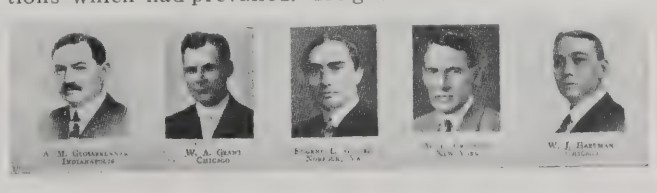
President Courts' report covered in a general way all the activities of the organization during his year of administration, and showed how closely he had kept in touch with all that had been accomplished during the year.

The necessity of a continued maintenance of cost study was strongly emphasized; the broader scope of the work of the Central Office was dwelt upon at some length and the great service now rendered members by the office was a strong point brought out in detail. The great benefits offered to members by the Indianapolis School for Technical Training was brought to the attention of the members, and they were urged to avail themselves of its advantages and opportunities for supplying themselves with a better and more thoroughly trained class of efficient craftsmen. He paid a high compliment to the present secretary, P. P. Tyler, by congratulating the organization on having the right man in the right place. The trade press received praise and commendation for its untiring efforts in reporting and advocating the work which was being done by the organization. He stated that while the resources of the organization were in excellent shape, they should be watched and conserved, for with the increasing demands for activity and service there would be further need to see that the avenues from whence the revenues were derived should not be impaired. The efficient work of the Executive Council was warmly commended. The president's address was closely listened to and was followed by the report of the chairman of the Executive Committee.

Mr. Albert W. Finlay, of Boston, first vice-president, said that the organization now had the largest membership in its entire history, and was enjoying a season of prosperity, which were the results of the business education its members were receiving and this, too, in the face of general adverse business conditions. These were definite, tangible results.

Taking up in detail the various activities and interests of the organization, he stated that more than 2,500 Price Lists had been issued and placed in the hands of the membership; that the price list was being revised and strengthened, but that the work of the Price List Committee had been delayed and hampered because the departmental reports asked for from the members had been incomplete. The great necessity of the committee was to ascertain and establish a reliable and accurate average unit of productions, and the members could greatly assist in this work by furnishing the committee with the necessary dates, which could be obtained from the time tickets. The force of field men engaged in organization, cost installation and auditing had been increased during the year and brought to a high state of efficiency. Two auditors are now constantly employed, one in the East and one in the West and South. Daily reports are made by all the field men to the Central Office. He stated that much time and money had been spent on the Indianapolis Technical Trade School, and it was not receiving the support that its importance and work merited, and urged that the members give this serious consideration. The great work of the Service Bureau of the Central Office was brought forcibly to the attention of the members, and the untiring and faithful work of the Executive Council was strongly commended. Following this came the secretary's report.

This was in a brief form, but full of facts and figures showing in a concrete way what had been done. Secretary Tyler stated that 75 per cent of the membership was in the Eastern States. The total membership, August 31, 1913, was 1,594; the membership for August 31, 1914, was 1,691, a net increase of nearly 100. There had been 634 new members added during the year, and 504 resignations, caused, he believed, by the bad business conditions which had prevailed. He gave a detailed list of new



local organizations formed during the year and a list of cities and towns in which members had been added where no local organizations existed. The field men are all to meet in Chicago, at the Central Office, early after the annual convention for a general conference, which he believed would result in a still greater efficiency in the work they are doing. The Service Department he considered the great clearing house of the organization, and the work being done was of great benefit and value to the membership. The estimating department was being used fully by members in all parts of the country; this work could be of a still greater value if members would send in their Form 9-H Summary and keep accurate and continuous records of production. The work of the Labor Bureau had been of value to members—432 men having been supplied to different shops during the year. The work of the mutual fire insurance companies, organized by and for printers exclusively, and their value and importance was urged. Cost finding and cost keeping he still considered as of supreme importance, to which had been added accounting, which the Central Office was now able to furnish to the members. The work of the local secretaries was appreciated and acknowledged, as he had been at all times able to depend on their prompt co-operation.

The Committees on Resolutions and Credentials were then appointed by the president, following which came the report of the Printing Trades Matters Committee.

The report was made by Mr. E. Lawrence Fell, Philadelphia, chairman. Mr. Fell stated that the year had been a busy one for the committee, but that much of the work coming before it was not suitable for publication. The committee found that many of the complaints made to it by the members were vague, indefinite and general. He found manufacturers, as a rule, fair. Some 300 letters had been written during the year. They had held one meeting with the Machinery Club in February. Fair and uniform terms of selling machinery and equipment were desirable alike to the printer and the manufacturer. The committee recommended the following terms: On all sales a payment of 25 per cent of the purchase price to be paid in cash, plus freight and erection expenses, and where old machinery is taken as part payment it is not to be considered as part of the cash payment; the balance to be covered by not exceeding twenty-four equal monthly payments, bearing interest, and the last note not to be of any greater amount than the others. The report was referred to the Committee on Resolutions.

Report of Committee on Legislation.

John Clyde Oswald, of New York City, chairman of the committee, made a brief report. No meetings of the committee have been held during the past year, and there is no legislation of a national character pending or threatening the employing printers. A bill is now before Congress providing for protection on designs both in type faces and illustrations; another bill is pending to amend the Sherman Act so as to permit newspapers and periodicals to receive carload transportation in payment for advertising. The report was referred to the Committee on Resolutions.

Report of Committee on Price List.

The chairman not being present, the report was read by Secretary Tyler. It was brief and stated that the work had been retarded because of lack of information. The scope of the present Price List was not as full or as complete as was desirable. Much personal work had been done by H. W. J. Meyers of Milwaukee, but more was needed. The report was referred to the Committee on Resolutions.

The convention then adjourned until 2:30 P. M.

House Organs.

There were three papers on this important and interesting subject.

Jo Anderson, of Sacramento, Cal., gave an interesting account of the experience of his concern, extending over some years, in the publication of a house organ, and the benefits derived. He said, before you begin the publication of a house organ it was of first importance that a reliable mailing list be compiled, and that much attention should be given to keeping it live and accurate; that the publication, to be valuable, should be carefully edited, and reflect the character of the house in contents and appearance, and that the work should be undertaken, not as an experiment, but with the idea that it was a permanent feature of the business.

Kenneth Grossbeck, of New York, eastern representative of the House of Hubbell, of Cleveland, Ohio, followed with a snappy talk on what the house organ should contain. He held that "copy" was of first importance, and that the message contained in the publication was what would really be of the greatest benefit; that many colors and elaborate decorations, while pleasing to the eye, would not be of permanent value in the matter of creating inquiries and leading up to business. He said printers should not expect too much in the way of direct results from a house organ, but to realize its value, all inquiries should be carefully followed up; that care should be taken not to say too much about printing, and the details of the printing business, but to tell the readers what could be done to promote the interests of his business.

Charles F. Warde, of Davis & Warde, Pittsburg, went into a complete analysis of the "Why, How and When" of the house organ. He said a printer should not start a house organ without a definite plan; that the only kind of a house organ that pays is one that is issued at regular intervals, and is the vital outgrowth of the business. All house organs that are worth while are but a development of the personal letter. Be sure you are going to have something to say in each issue; that you have enough to say to keep it going for at least five years, and that you are determined to lay aside enough money and brains, and perspiration to give it that length of healthy, active, useful life. Don't imitate, don't swipe, don't follow in any way. Tell the truth and talk business. As to the "Why" of the house organ—if you will answer the "When" and "How," the why will answer itself—the "Why" is profits, and you will get them.

The Use and Abuse of Dummies.

This subject was covered in an excellent paper by E. A. Kendrick, of the American Bank Note Co., New York, who went into the question thoroughly and showed to what extent the evil of submitting elaborate dummies in competition had grown. Frequently it had happened where several firms had submitted dummies on the same job, the cost of all of the dummies exceeded the value of the work. It was a sort of gambling for work that was pernicious in its results, and while dummies were necessary and important to the customer in order that he might have an idea of what was to be made for him, their use should be discouraged except with old customers who did not shop their work around, and secure expensive preliminary work and valuable ideas under the guise of competition.

TWENTY-EIGHTH ANNUAL CONVENTION
OF THE
UNITED TYPOTHETAE & FRANKLIN CLUBS
OF AMERICA
THE WALDORF ASTORIA, NEW YORK, OCTOBER 6, 1914

Salesmanship.

M. L. Griswold, of Rogers & Co., New York, gave a clear and concise idea of the requirements of a real salesman of printing—that he must sell something more than the mere stock and labor which goes to produce the completed work—that there must be creative, helpful ideas for the customer and that there is more profit for the printer salesman in marketing brains than brawn. A salesman in order to sell the product of the printing factory must be a student of merchandising, and know as much or more of the needs of his prospective customer than he does of the mechanical details of printing.

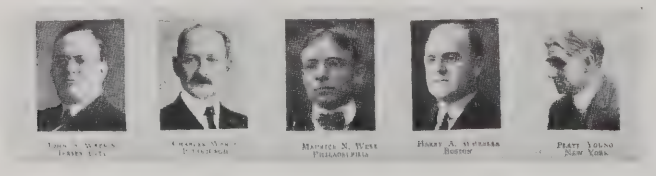
Platt Young, with Andrew H. Kellogg Co., New York, followed and told some very pertinent truths about the selling of printing. He said the printing salesman must be a seller of merchandise through the medium of good printing if he is to achieve success; that there is a reason for every piece of advertising literature, and it is up to the salesman to discover the ultimate object and help the customer to accomplish it. That of all the qualifications of the printing salesman, that of getting the customer's viewpoint is of supreme importance. A salesman must help in a constructive way, and very often see selling points which the customer might overlook. The printing salesman who knows the pulling power of copy, the value of commercial art, and who gives the buyer more than paper and ink is the man who really has something to sell. Go to your prospect as a business builder for him, not as an order taker, and an honest, conscientious campaign, efficiently handled along these lines means that success for which the printing salesman should always strive—selling at a profit for the factory.

The Printer's Relation to Advertising

H. H. Cooke, of Wm. Green, Inc., New York, in an interesting paper called the attention of the printer to great interest being awakened all over the country to the necessity and development of high ideals and the value of truth in advertising. He incorporated in his address the Code of Ethics adopted by the Associated Advertising Clubs of the World at its recent meeting in Toronto, and what was being done by the different sections of this club to develop more and better advertising and how this could be developed and applied by the printer to his own personal profit. It was an inspiring and helpful address.

The Printer's Responsibility for the Respectability of His Product.

This subject was handled by T. E. Donnelley, of the Lakeside Press, Chicago, briefly, but in a way at once reached the hearts and secured the approval of all those who heard him. The keynote was we printers must be honest with ourselves; that we must be righteous not only in our personal, but in our business lives if we would make the printing business constructive. That no printer should manufacture printing, no matter how great the profit, which he knew to be morally wrong and of a destructive character. For example, a printer who was opposed to the manufacture of intoxicating liquors and beverages of similar character, could not honestly do printing for a brewery, a distillery, or for anyone engaged in the business in any way; that the printing of booklets, and advertising literature for promoters of irresponsible and questionable schemes, no matter how great the profit to the printer, was wrong and no honest printer who desired to keep his business clean and respectable would countenance such practices. His remarks were heartily applauded at the close.



Business Administration

This important subject was admirably handled by two of the most able members of the organization. I. H. Rice, Geo. Rice & Sons, Los Angeles, Cal., went into considerable detail and had printed and distributed among the audience small charts illustrating the points made in his paper.

This paper is printed among the addresses.

J. C. McQuiddy, of the McQuiddy Printing Co., Nashville, said the first essential of business administration is good financing—to so manage the business that more money comes in than is paid out, and further that the "ins" should be in the bank, and not on paper. He said no printing office could maintain proper hour costs without an efficient office management. As the spokes of a wheel all center in the hub, so every department of the printing office draws its strength and vitality from the business office. Every master printer must know his business from Alpha to Omega. He cannot stop leaks if he does not know where they are. Neither can he stop them by trying to do all the work himself. The master's eyes are worth more than his hands, and many a printer fails because he tries to do all the work himself. He held that the selling end of the business was of great importance. The selling of their product was costing master printers too much money, because they were investing in too many prospective salesmen without knowledge or training. Bad debts were a vital point for the business administrator to watch. In our anxiety to get business we should not make uncollectible debts. A bad debt is worse than nothing. Every job should show a reasonable profit—an excessive profit brings destruction to the printer as surely as no profit. Customers should transact business in the office and not with workmen in the different departments. The business end should keep in close touch with all its customers.

Cost System in the Large Plant.

The three speakers on this topic were representative of the large plant in their respective sections. Isaac H. Blanchard, of New York, said the large printer of today is the most magnificent gambler the world has ever known. He is a buyer, a producer, a seller, and a financier; and in each of these phases of his business he takes a hundred chances, where his brothers, the banker, on the one hand, takes none, and the merchant on the other takes ten.

In that work Mr. Blanchard said these facts have been established:

First—That no matter what a printer manufactures, the elements of operation always reduce themselves to the same three bases, that is, labor, material and expense, three identical factors in all accounting work.

Second—The accounting of investments and depreciation should be identical in every printing office.

Third—To secure uniformity of costs, repairs should no longer be charged to expense, but charged to depreciation.

Fourth—As labor, material and expense constitute the unit of the measure for costs of production, the total monthly value of these for any plant must be converted into actual inventoried assets each month.

Fifth—The "commercial operations" of a print shop, covering all the costs of the selling department, with all the incidental expenses attached to the operation of that department, have absolutely nothing to do with production, or the cost of same, therefore, manufacturing cost accountings must be absolutely separate from the costs of "commercial operations."

Sixth—As costs divide themselves into two distinct phases—those which are direct and those which are indirect, these latter must in turn be absorbed into direct costs of production; and a careful departmental distribution of these expenses through controlling accounts in which the variables in factory **overheads** are distributed so as to make the costs of production uniform, is of the utmost importance.

H. P. Kendall, of the Plympton Press, Norwood, Mass., told about the cost system as built for their particular requirements, book publishers, and showed a series of forms and blanks which had been devised to meet their needs.

Cost System in the Small Plant.

This subject was covered by F. M. Acton, Philadelphia, and Eugene L. Graves, Norfolk, who had reached parallel conclusions as to its value and utility when used in its simpler forms in the small office. It has been used in plants employing only one man—and in plants employing a dozen men, and where used intelligently it has never proved a burden, but on the contrary, has brought about conditions that have enabled them to make more money than any similar amount of effort expended in other directions. Its use has also convinced the small printer that the big jobs which looked so "juicy" are after all of less profit than the small jobs which are put through with less effort and much less responsibility. The use of the cost system in the small shop not only raises the standard of profit, but the standard of business respectability and increases the desire for a better standing among his fellows. The cost system is always a constructive measure, building and not tearing down.

The Bonus System.

This important topic was assigned to Ex-President Glossbrenner, Levy Brothers & Co., Indianapolis, and C. A. Lick, Weldon, Williams & Lick, Fort Smith, Ark., who have had practical experience in handling the proposition in their plants. They both spoke encouragingly over what had been accomplished. They were united in the opinion that the bonus system decreases the cost of production, increases the wages of the employes and improves working conditions. As a synopsis of these valuable papers would give no clear insight into the workings of the system, no attempt is made to do so, but in the early future they will be published in full.

Cultivating Good Will Among Employes.

Perhaps no other subject before the convention brought out so many good papers or was received with more attention.

The paper of F. A. Curtis, of the Curtis Co., Detroit, was read by E. N. Hines, Mr. Curtis being unable to be present, and was an account in detail of the organization, work and success of the "Curtis Club," composed of the employes of the Curtis Co., and showed what a remarkable spirit of co-operation and good will may be developed among employes when an effort is made to cultivate them. The paper was in the form of a report written by the president of the "Curtis Club" at the request of Mr. Curtis.

Jas. Berwick, of Berwick & Smith, Norwood, Mass., gave a history of the movement of cultivating good will among employes in his establishment, starting some fifteen years ago. He said in part:

I feel that this same spirit is the way to get the good will of the employes. Go into the work shop occasionally and have a friendly word with the workmen. It pays.

Few things are more important for the success of a manufacturing business than a feeling of mutual good will between the employes and the employers, and the employers should do everything in their power to create and foster this feeling. It is not hard to create, and there are many ways of doing it, but no one can lay out a set of rules that will work in all places.

It costs the employer nothing, and it pays a large dividend to be on friendly terms with the employes. It makes them feel they are on the same job and have mutual interests, with no haughtiness separating them.

With this feeling of good will is generated a certain realization of responsibility, and a desire to do their best, on the part of the employes to retain the pleasant feeling that exists.

There is no way of creating this good will like a personal show of interest on the part of the employer. As a rule employes in large establishments feel that their employers consider them as a part of their stock-in-trade, and do not expect attention outside of the regular routine of business; but when personal recognition is shown in different ways of helpfulness, it soon kindles a spark of mutual interest that gradually develops into a fixed determination to show appreciation and do their best.

Most employes appreciate a show of interest on the part of the employers in their personal success and welfare.

John S. Watson, of the Jersey City Printing Co., gave the subject thorough consideration and brought out many valuable and interesting thoughts gained by the experience of his own company. His paper was really a history of the formation and development of the "Craftsman's Club," as their organization is known. This club is composed of all their employes and all the social activities are given under its direction, the firm financing each affair. Of some of the features of the work Mr. Watson said:

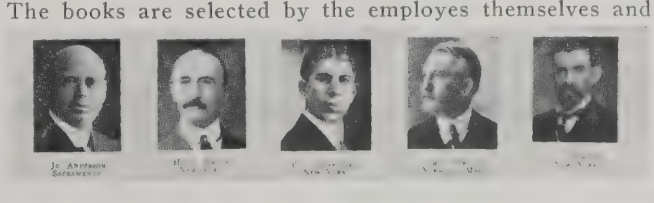
Since we have practiced the policy of mixing in and assisting in the social condition in the plant we have received many helpful suggestions on the part of the employes, and at the suggestion of the club we hold a monthly dinner for the heads of the different departments and the general efficiency of the plant is thoroughly discussed at that time.

It has been the custom of my company whenever a change in department head is necesssary, to make it from the ranks where possible, and it has seldom been necessary for us to go outside of our plant to look for such a man. This rule is so well established that the sweep-up feels that some day he may be a foreman or hold down an office job.

We hold, from time to time, lectures on trade subjects, and the attendance at these has been 65 per cent.

We also have an efficient fire fighting force, officered by the employes themselves, and they appoint their own fire chief. We have had one opportunity of seeing the value of this. We had a very disastrous fire in the neighborhood of our plant some fourteen months ago and in eight minutes the hose had been stretched and the entire factory wet down. I afterward met the chief of our city fire department and he commended our force for their prompt action.

We maintain for our employes a library which was instituted in the fall of 1913, the object of which is to supply reading matter appertaining to the trade and various subjects. It is supported by the company with a stated amount for the purchase of books each month. The books are selected by the employes themselves and



at their suggestion the librarian purchases each month the most popular selections. All of the trade publications are in our library and are used extensively.

Viewpoint of the Buyer of Printing

This was an unusually interesting topic, as it gave those who manufacture printing a view of what the buyer wants; what he must have, and proved conclusively that the question of price is not the only thing considered.

B. J. Beardsley, advertising manager of Charles William Stores, New York, presented the difficulties he encountered in buying printing. The advertising value of printing seldom receives consideration by the printer, and he usually comes to the customer offering nothing but paper, ink and labor. To justify his expenditure the customer must have some assurance of the value of the printing to him—it must possess an advertising value; a value that will sell the goods advertised.

Harry Tipper, advertising manager of the Texas Co., New York, said he represented the layman buyer, and when he is in the market he must buy something more than mechanical details—he must have a real advertising service, and he always considers first the effect of the purchase on the customer. Service must govern production—results are the only measure of value, no matter how elaborate or artistic the printing. He said he was always puzzled by the specifications submitted by the different printers, and not being an expert he had no basis for comparison. There was too much variation in prices on the same specifications for him to understand—often as much as 33 1-3 per cent. Printing salesmen ought to be able to explain these variations satisfactorily, but they never do. He had tried out many printers, and had finally decided on a few whom he knew to be dependable, and gets no bids or prices except as an occasional check, this policy was to discriminate against those printers who would not take their full share of responsibility, and this responsibility covers something more than the mere manufacture of the printing—it reaches to the results desired to be accomplished by the customer.

O. C. Harn, advertising manager of the National Lead Co., New York, followed with an exceptionally good paper in which suggestive, creative service by the printer was the keynote. Like both of the other speakers, he said there is more, much more, in the buying of printing than the mere price of the completed work. The advertiser must have ideas; he must have the helpful service of the printer in creating advertising that will increase his orders and his profits. That this is a part of the obligation of the printer to the customer, and when he meets it fully and fairly he will then be able to sell his product on a basis other than a competitive one—competition would mean something more than the matter of price.

Presentation of Banner.

President Courts announced that the Typothetae Banner for the local organization showing the greatest increase in membership during the past year had been awarded to New Orleans, which showed a gain of 381 per cent.—and in presenting the banner to that organization he congratulated them on this remarkable showing.

E. P. Brandao, of the Brandao Printing Co., and president of the New Orleans Typothetae, responded in a very happy way. He said that much of the success of their organization was due to the efficient work of their secretary, Jack Gillespie, and his wife, who was locally known as the "office boy." He thanked the Nashville Printers' Club for valuable assistance rendered them in their work.

The Cost of Printing.

F. W. Baltes, of F. W. Baltes & Co., Portland, Ore., said, in introducing his subject, that it should read the price of printing, as it represented a system of pricing printing from a condensed list of prices for the different operations, based on a series of records covering all the costs, plus a profit. Printed folders were distributed among the audience so that those who cared to do so could take the system home with them and adopt it. Mr. Baltes had his subject well in hand and has given a great deal of thought, study and time to a system for securing a profit in the pricing of printing.

A cable message was read by the president from the Stationers' Association, London, extending congratulations to the organization on this their twenty-eighth annual session. Later in executive session the incoming president was directed to appropriately answer the cablegram.

Common Sense Statistics

Walter D. Fuller, manager accounting department Curtis Publishing Co., Philadelphia, gave an interesting talk, illustrated by charts, showing the value of statistics in plant operation and their aid in promoting efficiency and saving in waste. He told of the great value in thoroughly advertising among employes what was being done in the plant and the aims desired by the management, and the best results were obtained when everyone was thoroughly advised. He told of the great benefits derived by his company from suggestions made by employes and of the results obtained by offering prizes occasionally for the best suggestions. In a campaign of this kind the spending of a few hundred dollars had resulted in the saving of many thousands of dollars through suggestions by the employes.

A Birdseye View of Cost Accounting

This was the subject handled by Richard W. Gardner, Baltimore. He showed the necessity and importance of an accounting system that was in harmony with cost keeping, and how the two when co-ordinated were productive of the best results.

Promoting Knowledge in Estimating.

This important feature of the printing industry had been entrusted to the hands of two secretaries of local organizations.

W. C. Root, secretary Berkshire County Typothetae, Pittsfield, Mass., told of the value of an estimate; how it should be made, and on what based. He urged the more general use of the Standard form of estimating blank; that it would be a great help in eliminating errors of omission; that estimates should be made on the normal hour cost and units of production as developed from a continued use of the Standard Cost System; that in making estimates the only safe way was a constant study and reference to cost records of previous work.

E. P. Mickel, secretary Nashville Printers' Club, Nashville, Tenn., held that printing already had been overestimated and undersold; that the great danger was in our conception of what the estimate was really for; that the estimate should not be depended on to sell the job, but only used as a guide as to what the probable cost of the work would be under normal conditions. As to promoting a knowledge of estimating, he said:

Those of us who are in organization work as "hired men" are continually called upon to train estimators, to hold classes and impart knowledge so that the young

Scene in the great Ball Room of the Waldorf-Astoria Hotel, New York, October 7, 1914, at the Reception, Ball and Supper given Printers and their ladies in attendance at the Convention of the United Typothetae and Franklin Clubs of America.

men learn how to estimate and the ways of the older men be improved and corrected. Everyone who feels called upon to learn estimating cannot succeed by mere class training. There are not now, and never will be, any set rules that may be studied and learned like the multiplication table, which may be applied to all work as it comes up for estimating. There must be a broader knowledge. It may be possible in the simpler forms of commercial work, which are more safely handled by a price list, that this may be done, but for the larger work we must have a foundation on which to build and train our estimators; a practical knowledge of the different operations and methods which are required to produce the finished work. In other words, the estimator must be able to completely analyze the job placed before him for estimating. He must be able to lay it out and say which is the most advantageous, the most economical and best way it should pass through the work rooms, taking into consideration his own plant's equipment, efficiency and hour costs. This knowledge is essential in order to make an estimate that is safe alike to the customer and to the office. We can promote a general knowledge as to the normal hour cost, the average hour cost, if you please, based on average equipment, when we have a continuous record of the different machines used in the manufacture of printing, extended over a long space of time we may have a safe basis for arriving at a standard unit of production. But the hour cost and the unit of production alone are not sufficient. They are essential, they will go a long way towards a basis for standardizing and imparting a knowledge in estimating, but there are so many other things that enter into an estimate on work of any consequence that I believe it is impossible and impracticable to lay down any set of instructions whereby an estimate can be made by simply the studying of rules.

Simplifying the System.

This was handled by E. S. Aleshire, of the Standard Printing & Publishing Co., Huntington, Pa., and H. W. J. Meyer, Meyer-Rotier Co., Milwaukee, Wis., and the speakers dwelt upon the fact that the simpler forms of the cost system were effective in the results obtained in both large and small offices. Mr. Meyer's paper is printed in full.

Preserving the Balance.

Two of the big, broad, intelligent members of the organization gave this subject the treatment it should have—Wm. Pfaff, Searcy & Pfaff, New Orleans, and D. A. Brown, Charles E. Brown Printing Co., Kansas City. The one important balance to be preserved at all times and kept in a healthy growing condition was the "bank balance" and this can best be done through organization, co-operation and education as presented by the organization.

Shop Management.

Perhaps there is no other subject in the entire printing industry so fruitful for study and thought as the management of the shop. L. J. Calkins, of the Maqua Co., Schenectady, N. Y., and Maurice Weyl, of Edward Stern & Co., Philadelphia, gave detailed accounts of how and when best results were obtained in the management of these two model shops. Any attempt to give an outline of these valuable papers would utterly fail to do them justice, but they will appear in full in the near future. There is not a printer in the entire land but is interested in this feature of the work, and none but what may learn from the experience and study these gentlemen have given to the subject.

Fire and Accident Prevention.

Fire and accident prevention was discussed by Charles L. Kinsley, vice-president of the Graphic Arts Mutual Fire Insurance Co., of Philadelphia; D. S. Brassil, vice-president of the New York Printers' & Bookbinders' Mutual Fire Insurance Co.; John A. Morgan, president of the Printing Trades Mutual Fire Insurance Co., of Chicago, and William J. Hartman, president of the Ben Franklin Casualty Insurance Co., of Chicago.

Mr. Kinsley said that employers in printing houses should take the lead in fire and accident prevention, both by installing fireproof and safety devices and by the education of their employes. He lamented the number of preventable fires, saying that if the buildings that burned in this country in one year were placed together in a line they would reach from New York to Chicago. If those killed in fires were likewise placed, he said, there would be the body of a man, woman, or child every three-quarters of a mile.

Mr. Brassil suggested the definite organization in each printing plant of a Safety Committee, whose business it would be to prevent accidents and fires, such a committee, he said, would obtain real results that would not be possible with no one in particular doing the work the committee would do. Mr. Brassil also strongly advised employers to impress on their employes in a personal way the needlessness of most accidents and fires.

John A. Morgan told of the careful painstaking work done by his company in the education of printers along the line of fire prevention.

Mr. Hartman spoke of prevention as the greatest remedy to prevent accidents in the printing works, and of the importance of observing the little things which seemingly are so often entirely neglected.

Co-operation.

No one is better qualified to speak on this subject than Charles Francis, of the Chas. Francis Press, New York, and president of the National Printers' League, as he has devoted much of his time and talent to the welding together the various elements which comprise the great printing industry. Mr. Francis' paper appears among the addresses printed in full.

Apprentice Instruction.

The greatest problem that confronts the master printer today is that of education—the making of future printers.

Papers on "Apprentice Instruction" were read by Dr. F. W. Hamilton, national apprentice director, Boston; A. A. Stewart, North End Union School of Printing, Boston, and E. E. Sheldon, Lakeside Press School for Apprentices, Chicago. Dr. Hamilton said that Germany's supremacy in craft was to a great extent due to her compulsory education of apprentices. This was accomplished, he said, by the employers taking the responsibility for the education of their apprentices both in the details of their trade and in a general or academic way. The speakers recommended that where possible the heads of apprentice schools work in co-operation with the local public school authorities. It was pointed out that this is successfully done in New York.

Mr. Stewart told of the good work being done in Boston and of the methods employed in getting desired results, and Mr. Sheldon gave a comprehensive view of methods and results in the Lakeside Press School, which is a private undertaking by one shop alone.

Printerman and Paperman: Partners or Neighbors—Which?

Geo. Olmsted, of the J. W. Butler Paper Co., Chicago, had evidently given much thought and consideration to this subject, as it involved that vexed, puzzling question, the "Long Price List," and the protection of the printer against his customer who desires to buy stock direct. Mr. Olmsted discussed the question fairly, but claimed there were questions involved that, while one solution was practical in one locality, it would not work in another; that the question could best be solved by a better understanding and a closer relation between the printerman and the paperman. Its importance and the many questions taken up makes impossible an intelligent synopsis; one that would be fair, but it should be reprinted in pamphlet form and have a wide circulation. It would help much.

The Remedy for Over-Equipment.

Fred Webster, advertising manager of the American Writing Paper Co., gave some interesting and new ideas on this question in his paper. Government statistics show, says Mr. Webster, we are doing only $250,000,000 worth of business on $202,000,000 investment. The remedy lies mainly in more business, which the Paper Makers' Advertising Club is going to show the printers how to get. A help to the solution would also be the junketing of obsolete equipment. He said:

In facing this problem we found that junking of our out-of-date equipment would not entirely remedy the evil. More sales were what your industry must have. Figures show that more sales are necessary, and as your partners in the effort to obtain larger production we naturally resolved on a creative solution rather than a destructive one. What is more to the purpose, we found that there was a logical market for increased printing, that there is an immense and a very much undeveloped market for your efforts in direct-by-mail advertising—printing—your product.

The Supply Man and the Printer.

R. W. Nelson, president of the American Type Founders Co., was the first speaker, and he told feelingly of his long association and deep interest in printers and printing. He carried his audience with him and was frequently interrupted by applause. A printer himself, he could sympathize with and appreciate the trials, the trouble and problems with which the printer is confronted and he assured those present of his hearty support in every and any movement looking to the betterment of the printer.

W. H. French, president Barnhart Brothers & Spindler, Chicago, read an entertaining paper which was devoted to the mutual relations of the buyer and seller, in an allegorical conversation with "The Man on the Hill." This paper is printed in full.

H. L. Baker, sales manager C. B. Cottrell & Sons Co., New York, said that all development in the expansion and growth of the printing industry had come from its study by people who were not printers, but keen, inventive, clear-sighted business men. That none of the great inventions in use in the printing business had come from printers themselves. The printer is so absorbed in the manufacture of his product that development must come from those who have a far-sighted view of the industry and its needs. That while the machinery manufacturer and supply man must depend on the printer for his business, the development of the business itself is the result of the efforts and study of the supply man. Relations, therefore, are mutual.

The Engraver and the Printer.

Frank H. Clark, of the Eclipse Electro & Engraving Co., Cleveland, discussed the proposition and said that engraving could best be handled by those who give their entire time and attention to the business. It was the business of the engraver to make plates and when the work was entrusted to him he could assume the responsibility.

Wm. A. Grant, of the Franklin Co., Chicago, in his paper, stated his shop did both engraving and printing and their experience was they could best serve their customers in this way. Where a customer furnished the plates and the printer did only the printing there was too often a conflict as to the quality of the work, and the difficulty was in fixing the blame.

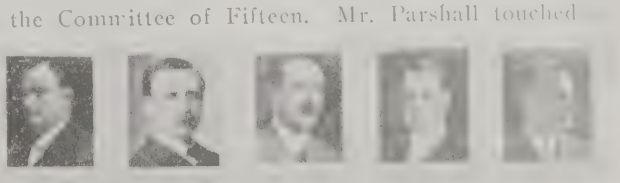
The Electrotyper and the Printer.

This was the concluding number, and the subject was ably handled in papers by F. W. Gage, of the Gage Printing Co., Battle Creek, Mich.; H. B. Hatch, of the Royal Electrotype Co., Philadelphia, and an address by Edwin Flower, of the Edwin Flower, Inc., and the Flower Steel Electrotype Co., New York. The various phases of the electrotyping business and the need of a better understanding in regard to the requirements by the printer were set forth and valuable information was furnished to every one present.

On motion the convention then went into executive session, only delegates, alternates and members remaining in the hall.

Executive Session.

The convention went into executive session at 4:30 P. M., and the report of the Committee on Resolutions was presented and each resolution acted upon separately. The only one which caused debate was that on the Long Price List for paper. The Detroit delegation, through Mr. Hines, offered a substitute resolution that the association call upon every paper dealer doing business with members of the Typothetae to aid in putting into effect on March 1, 1915, the Long List giving printers uniform protection to the extent of 25 per cent, and withdrawing net price list, and directing that the Printing Trade Matters Committee use every honorable means to secure a pledge at the next meeting of the National Paper Trades Association that Long Price List will be immediately adopted as requested; also directing the secretary to notify all members of the paper jobbers who are complying with the request. It was stated that fifteen local printers' associations had passed resolutions endorsing the Long Price List and several of the Detroit delegation spoke of the wonderful success of the new list in their city and its beneficial effects to printers. Mr. Finlay, of Boston, said that the Printing Trade Matters Committee had had three meetings with a committee from the Paper Dealers' Association, but as different conditions prevailed in the very large cities it was difficult to accomplish there what had been done in Detroit; he said the paper there was purchased direct from the mills; he thought that the Resolutions Committee's plan for a Special Committee of Fifteen to try to come to an agreement with the Paper Dealers' Association was the wisest course to pursue. Mr. Rubovitz, of Chicago, thought it inadvisable to take a position from which we might have to back down. Mr. Fell, of Philadelphia, spoke in favor of the Committee of Fifteen. Mr. Parshall touched



the mill orders. On vote the resolutions of the committee were adopted.

Report of Committee on Apprentices.

The report of the Committee on Apprentices, Henry P. Porter, Boston, chairman, comprised a pamphlet of twenty pages and was distributed among the members after being read by Mr. Porter. The report is an elaborate presentation of the great work this committee is doing, and their recommendations were:

1. Ratification of the agreement with the Carnegie Institute of Technology, Pittsburgh.
2. Reaffirmation of the vote at New Orleans, October, 1913, which carries an annual appropriation of $5,000 for the use of the committee.
3. The appropriation of an additional $1,000 to be applied to the preparation of text books.
4. The establishment of scholarships at the Carnegie Institute of Technology by local Typothetaes.

The report was unanimously adopted.

Cost Commission Report.

Mr. J. A. Morgan, Chicago, made a brief report as chairman of the Cost Commission. At the New Orleans meeting the commission had been instructed to compile certain data, for the guidance of the members, but it had been difficult to get members to respond to requests for information. Although some 2,700 letters had been sent out they had only received 150 cost statements, 107 of which were used in a composite form, 9-H. All of the shops contributing to the composite sheet would receive a copy of same. Mr. Morgan read the analysis of the hour costs, as shown by this statement, which proved of much interest.

Of the 107 shops comprising this group, the average hour costs were:

Hand composition	$1.36
Linotype	1.85
Job presses	.72
Cylinder presses	1.98

The report was adopted.

Amendments to Constitution and By-Laws.

The proposed amendments to the Constitution and By-Laws were then taken up.

The first was from the New York Typothetae, which was adopted with some minor amendments. As adopted the amendment reads:

Amend Article 4 by adding as Section 2: Section 2.—A Finance Committee composed of the president, chairman of the Executive Committee, treasurer and two other members of the Executive Council shall be appointed by the president at the first regular meeting of the Council. It shall be the duty of the Finance Committee to prepare and submit to the Council a budget of proposed expenditures for the ensuing year. Resolutions carrying appropriations of the funds of this association shall be in the form of recommendations and no funds shall be so appropriated without the approval of the Executive Council.

Necessary renumbering of sections was also adopted.

The amendment by New York as to maximum dues to be paid by local Typothetaes was deferred until consideration of C. D. Traphagen's proposed amendment on the same section should be taken up.

The amendment proposed by Boston Typothetae was adopted. It reads as follows:

Amend Article 3, Section 1, by adding thereto: Provided, However, that allied crafts organizations may become members of this association in the same manner as provided for in the Constitution and By-laws for local associations.

The Boston amendment makes it possible for such organizations as the electrotypers to become a division of the Typothetae.

The two amendments to the Constitution proposed by C. D. Traphagen were adopted. The first defines a quorum in the Executive Council. The second provides that a majority of the delegates and members at large reported by the Credentials Committee shall constitute a quorum at a convention.

Mr. Traphagen's amendment to the By-Laws empowering the Executive Council in its judgment to waive payment of initiation fee in specific cases or localities was adopted.

The important amendment which carried also the New York proposal as to maximum dues for any local Typothetae was amended on suggestion of Mr. Traphagen and adopted as follows:

Amend Article 1, Section 2, by adding after the first sentence and following the words "previous year": Provided, However, that to each local association that employs a secretary for estimating at a wage of not less than $25 per month and has been in existence for more than two years, the treasurer shall return for the support of its organizing, estimating and secretarial expenses 50 per cent of the increase in dues received after the year ending October, 1914; provided, however, that maximum dues from any local association shall not exceed Five Thousand ($5,000) Dollars.

The following amendment by Mr. Traphagen was also adopted.

Amend Article 2, Section 1, by renumbering as Section 3, and add thereto: Provided, However, that the following procedure shall apply upon demand of any duly accredited delegate or member at large. Any delegate, or delegates representing a local body, or members at large, shall have the right to cast one vote for each Five Dollars paid annually as dues by said body or member at large, each delegate present being entitled to cast such fractional part of the entire vote to which the local body represented is entitled as his vote bears to the number of delegates present representing such body.

The necessary renumbering of sections was also ordered.

Election of Officers.

The election of officers was then declared in order and the report of the Nominating Committee (Frederick Alfred, chairman), was read as follows:

For President—Albert W. Finlay.

For First Vice-President—C. D. Traphagen.

For Vice-Presidents—Alfred F. Edgell, George H. Gardner, I. H. Rice.

For Treasurer—Arthur E. Southworth.

Executive Committee

Pliny L. Allen, Seattle; Jo Anderson, Sacramento; D. A. Brown, Kansas City; C. P. Byrd, Atlanta; Robert T. Deacon, St. Louis; E. Lawrence Fell, Philadelphia; William Green, New York; E. N. Hines, Detroit; Geo. K. Horn, Baltimore; David L. Johnston, Buffalo; H. W. J. Meyer, Milwaukee; W. E. Milligan, San Antonio; J. A. Morgan, Chicago; Benjamin P. Moulton, Providence; William Pfaff, New Orleans; R. P. Purse, Chattanooga; J. B. Redfield, Omaha; Eugene Saenger, Sioux Falls; B. F. Scribner, Pueblo; Fred L. Smith, Minneapolis; Edward L. Stone, Roanoke; John Stovel, Winnipeg; Charles F. Warde, Pittsburgh; John S. Watson, Jersey City; H. C. Wedekemper, Louisville.

As an honor to a secretary who in years past had served the United Typothetae without pay it was moved and adopted that J. E. Burke, of Burke & Gregory, of Norfolk, cast a unanimous ballot for the election of officers as named by the committee. Mr. Burke was escorted to the platform and said that he knew most of the gentlemen nominated well and had associated with them for many years and assured the members that they had made no mistake in their selections.

In introducing the newly elected president, Mr. Courts said he took pleasure in introducing Mr. Finlay, who had given him invaluable aid during the past year. As Mr.

Finlay stood up all the delegates arose to their feet and for five minutes gave him the most hearty applause. It was evident that Mr. Finlay enjoys a great popularity in the membership. He spoke briefly, saying:

I am not unmindful of the great honor you have conferred upon me and I hope to merit the applause with which you have so kindly greeted me. I have always tried to do my best in any position in which I have been placed and will do so during the coming year. But the officers of this or any other organization cannot accomplish much without the support of the members. I am fortunate in your selection as first vice-president of a man that many may not know, but the members of the Executive Council of last year have come to esteem in the highest degree. The Council has often turned to him in the solving of a knotty question and received the wisest counsel. His level head and clear perception we who know him value highly in the work of the Typothetae. I speak of C. D. Traphagen, of Lincoln, Neb., whom I now desire to introduce to you as first vice-president.

Mr. Traphagen was warmly applauded and he briefly addressed the convention and said that on occasions like this it was customary to make promises, but that he intended to make but a single one, and that was that he would give the best that was in him for the work of the Typothetae. He thanked the convention for the honor and expressed his deep appreciation.

President Finlay then turned to the retiring president, Mr. Courts, saying:

It is customary on occasions like this to present to the retiring President the Typothetae medallion, and I know of no man on which it could be more fittingly conferred. Mr. Courts has served this body untiringly for twenty-five years and given it invaluable service. It seems fitting in view of the long friendship which existed between Mr. Courts and the late Theodore L. De Vinne that this medallion should carry the bust of the great American printer and that it should be presented in Mr. De Vinne's home city at the largest convention in the history of the United Typothetae.

Los Angeles, Chattanooga, Denver and Toledo all extended the United Typothetae an invitation for the convention of 1915.

Pliny Allen, of Seattle, spoke in favor of Los Angeles, and said the Seattle Typothetae would co-operate with the southern California city in the entertainment of the delegates and members. He particularly invited those who will attend to route their trip by the way of Seattle so that they might see a country equal in scenic beauty to Switzerland.

No action was taken by the convention as the Executive Council decides the convention city and the date for holding convention.

The convention then adjourned sine die.

The Entertainment

The entertainment provided for the printers and their ladies attending the Twenty-eighth Annual Convention was highly enjoyed and all were strong in praise of the arrangements made. There were about 300 ladies who participated in the entertainment.

On Monday evening a party of about 200 left the Waldorf-Astoria by motor bus for the Metropolitan Museum of Art, where they spent two hours viewing the art galleries and famous collections of paintings exhibited there. Among those which engaged particular attention was the Morgan and Vanderbilt collections.

On Tuesday morning the ladies witnessed an exhibition of gowns and millinery at the department store of Lord & Taylor, which firm also served a luncheon to them at 2 o'clock and held a recital at 3 P. M.

The grand entertainment affair of the convention (in which nearly all participated) was the reception, ball and supper in the large and elegant ball room of the Waldorf-Astoria. On the floor and in the boxes of the gallery nearly 800 printers and their ladies enjoyed themselves. A view of this scene is shown in this issue. During the evening several graceful exhibitions of modern dancing were given by Miss Margaret Crawford and Mr. John Kusky, which were greatly appreciated and enjoyed by the large assemblage. On the stroke of 12 the dancing was stopped and the party repaired to the main dining room, where an excellent course dinner was served. At 1 o'clock dancing was resumed and continued until a late hour, when the guests, tired but happy, retired to their hotels unanimous in their opinion that the affair was the greatest in the history of the association.

Wednesday was sight-seeing day for the ladies and many of the delegates. Fifth Avenue motor busses had been engaged and about 150 of the ladies made the trip up-town on them. For those who failed to catch the busses private automobiles were commandered by the Ladies' Committee and all were taken on the trip.

The entertainment at the Hippodrome, when the great and beautiful spectacle, "Wars of the World," was witnessed, was very popular and all the tickets possible to secure (1,300) were used. The spectacle was greatly enjoyed by the convention visitors, and after the show many supper parties were made up and a general good time had.

Thursday up to 1 P. M. was enjoyed on board of the sightseeing yacht on its trip around the harbor and island, 500 ladies and gentlemen being on board. Two announcers, one at the front and the other at the stern of the chartered steamer, told through megaphones, all about the sights.

The Ladies' Reception Committee's headquarters at the Waldorf-Astoria were in the State Apartments, where maids were in attendance. The committee, under the chairmanship of Mrs. Edmund Sinclair, were untiring in their efforts to see that the visitors had a good time.

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SERVICE

If the Printer is to deliver his jobs on time, the prompt filling and despatching of orders by his supply house, is essential.

A great many business houses, when it comes to systematizing their methods, are most careful to go into every minute detail, but somehow or other, the Printing Supplies end of their business is neglected. They wait until their stock is depleted and then rush to the Printer with the request that he perform the miraculous. The Printer, in his anxiety to satisfy his customers, makes promises based on everything going through like clockwork. He seldom allows for any slip-up along the line, which his experience tells him frequently occurs. This is one reason why a large percentage of Printers' orders are accompanied by instructions to ship by fast freight, big rush, etc.

Another reason is entirely the fault of the Printer. He will start a job in his plant and forget all about ordering paper until the very last moment and then excitedly write, wire or telephone his paper house to get a shipment off in the greatest possible hurry.

Printers should educate their customers to anticipate their wants. It means a better quality of work and lower prices because a Printer should charge extra for work that must be pushed ahead of other jobs. Also, a Printer should get into the habit of thinking of the paper order the moment he starts a job. If he does this, he should in most cases, have the paper opened up and seasoned in his press room by the time he is ready to go to press.

Occasionally the condition may arise where it is absolutely necessary to push a printing order through at breakneck speed to avoid the loss of money. In such cases, the proper instructions on the paper order will usually have the right attention if forwarded to a house whose service can be depended upon.

J. W. BUTLER PAPER COMPANY,
E. A. Julius, Advertising Manager.

Visiting the Children's School Farms in New York City

IT was Columbus Day and pretty generally observed in New York City, so I wandered away from the regions of the great office buildings and along the banks of the North River. At the foot of Fifty-second Street, I came unexpectedly on the "Children's School Farms" and witnessed growing corn and vegetables right in what—north and south—is the heart of the business center of Manhattan, just a few blocks from Times Square.

I had previously attended the convention of printers and publishers, at which nearly eighteen hundred owners of printing establishments in all parts of the United States and Canada, were enrolled. I had listened, for three days, to their weighty and important addresses. I had visited with the printer and editor men, the great Metropolitan museum, the largest in the world, and viewed the recent wonderful works of art added from the J. Pierpont Morgan collection; had gone with a throng of some sixteen thousand to the great New York Hippodrome and witnessed all the glitter, glory, follies and wonders of the "Wars of the World," but nothing pleased me quite as much as these "Children's School Farms" and the surrounding playgrounds for the little children and for the larger boys and girls.

The farms are not large, only four by eight feet each, but there are hundreds of them and each boy or girl has his or her farm and raises seven different kinds of plants or vegetables thereon, and is permitted to take the produce home. There are two plantings and two harvesting seasons. Farming begins early in May and the first harvest is in the middle of July and the second harvest the middle of October.

The farming is done under instructors and there are not only farms, but shops and tool houses and the children are taught the care of the implements of agriculture as well as their proper use. Besides the individual farms, there are general observation plots of flowers and general crops, varying in size and shape.

Children's School Farm, De Witt Clinton Park, N. Y.

The farms are allotted on certain days to the boys and girls who have previously registered for the same. A tag, bearing the farm number assigned, is given each child and this is the title to the little farm and if the tag is lost, the farm is lost. No second tag is given and no one is admitted without a tag.

Spring Preparation—Raking Spaded Spots in a New York Children's School Farm

The rules of the Children's School Farms could wisely, for his own welfare and the welfare of the country, be adopted by every farmer and every business man. They are "honesty, truthfulness, justice and courtesy." Of course nature study accompanies the farm instruc-

tion and the children make collections of butterflies and insects. Fannie Griscom Parsons,director of the "Farms," that I visited in DeWitt Clinton Park—extending from 52nd to 54th, along 11th and 12th Avenues, and the Hudson—gave many interesting facts with regard to the farm work and the results and from her report the following will be found of instructive interest:

"At a convenient place a table, with a bench on either side, stands throughout the season. On this table are placed plants and seeds in different stages of development, insectarium and different experiments. Here an interested group of children are constantly gathered. They collect and bring to the table beetles, butterflies, a field mouse or toad, or any unusual plant growth found in the School Farm. Here, under guidance, they learn the life history, habits and uses of this collection.

"The influence of the Children's School Farms extends not only to the child world, but to that of adults as well. Children in a proper environment, orderly, happy and busy, are of constant interest and surprise to the adults who have only known opposite traits in children.

"Where the nationality is ninety per cent Italian, the love of flowers exceeds in a marked degree the interest in vegetables. Where it is Irish, German or English, the love of vegetables predominates.

"It is a touching sight to onlookers to witness the emotion of old Italian women, who cannot speak a word of English, with their children and grandchildren gathered around them, gazing in rapture at the pansy beds in the early spring. Sympathy is the only interpreter needed to know that these flowers carry them in thought to the warm and sunny climes of their native land, after a winter of monotone color and deprivation, in a congested city of a strange country."

There are two colonnades, one, shown to the left of the picture, reserved for mothers and their babies, the othr is open to all. These structures overlook the "farms" and the Hudson River. There are covered playgrounds with swings, teeters, coasters, etc., and an athletic field. Everything possible is provided for the entertainment and physical development of the children and youth in the open air. To the writer, these farms and playgrounds convey ideas of the highest beneficence and a wise, widely prevailing altruistic spirit in this enlightened city—the metropolis of this great country, where the well-being of all the people and the developing of all the virtues with health, strength, active minds in sound bodies and practical preparation for useful, productive lives, should ever be the highest concern in all educational undertakings.—B. B. Herbert.

* * *

SOME RESOLUTIONS ADOPTED BY THE 1914 CONVENTION OF THE UNITED TYPOTHETAE AND FRANKLIN CLUBS OF AMERICA

Your Committee has given consideration to the Standards of Practice adopted by the Graphic Arts Department of the Associated Advertising Clubs of Toronto, June, 1914, and submits herewith the following:

Standards of Practice

RESOLVED: That the standards of practice adopted by the Graphic Arts Department of the Associated Advertising Clubs at Toronto be endorsed by this Convention.

School of Printing at Indianapolis

RESOLVED: That we hereby reaffirm our interest in trade school education as related to the printing industry, and direct the Executive Council to continue our co-operation with the local management of the U. T. A. School of Printing at Indianapolis, in so far as the interests of this Association are concerned:

BE IT FURTHER RESOLVED: That it be recommended to the Executive Council that the sum of $4,000 be appropriated for the use of the School during the school term of 1914-15.

Publicity of Costs of Production

WHEREAS, it is believed that promulgation by general publicity, outside our National and local associations in the matter of average costs of production is no longer to the best interests of our industry.

THEREFORE, BE IT RESOLVED, That we recommend the discontinuance of this practice in so far as relates to its circulation generally.

The Long Price List

Your Committee has had before it for its consideration, arguments both in favor of and against what is known as the Long Price List. The subject is deemed to be of too much importance to the membership of the United Typothetae and Franklin Clubs of America to justify a definite recommendation by the Committee in the necessarily limited time at its disposal as to the proper policy to be adopted. Further, your Committee believes that any plan to be successful must have the co-operation of the paper dealers. Therefore, be it

RESOLVED: That a special committee of fifteen (15) to include the membership of the Printing Trades Matter Committee to be appointed to meet with a like committee of the National Paper Trades and allied associations to discuss the matter from all points of view and to report its conclusions to the Executive Council. Be it further

RESOLVED: That the Executive Council be directed to give immediate information to the membership of the United Typothetae and Franklin Clubs of America as to the result of the joint conference of the two committees.

Papers to be Read and Discussed

WHEREAS, the Twenty-eighth Annual Convention of the United Typothetae and Ben Franklin Clubs of America, held in New York City on October 6th, 7th and 8th, has proved to be a gathering of exceptional value to the craft, and

WHEREAS, the numerous subjects treated by the respective speakers have been most interesting, instructive and worthy of your careful consideration and further thought, and,

WHEREAS, it is to be regretted that every employing printer in this country and Canada could not have been in attendance to enjoy these valuable papers and addresses, and,

WHEREAS, said papers and addresses are to be printed in the Convention Report and distributed to the membership in the near future; in order that the greatest possible publicity be given to said papers and addresses,

BE IT RESOLVED, that the Secretary is hereby instructed to direct the especial attention of local secretaries to these matters with the recommendation that the addresses be read and discussed at the various meetings of the respective local Typothetae, and

BE IT FURTHER RESOLVED, that the numerous contributors are hereby tendered the grateful thanks of the Convention for their pains-taking efforts and valuable assistance in making this Convention so successful and profitable.

WHEREAS, the advanced present-day thought is bringing into recognition that world-old truism, that we, as employers, are indeed our brothers' keeper.

BE IT RESOLVED, that we, the United Typothetae and Franklin Clubs of America, in convention assembled, approve the policy outlined in the papers presented under the heading of "Cultivating Good-Will Among Employes," and recommend the special consideration and careful thought of our members to this subject, looking towards improving, wherever possible, the conditions existing in printing plants, and bettering the relations between employers and employers.

BE IT FURTHER RESOLVED, That a special committee of Three be appointed to outline a course of action to be followed, and report at the next Convention.

Respectfully submitted,
Committee on Resolutions,
JOHN CLYDE OSWALD,
Chairman.
WILLIAM A. GRANT,
C. D. TRAPHAGEN,
M. P. BRANDAO,
BENJ. P. MOULTON,
Secretary.

* * *

THE SEWING MACHINE (FOR CLOTH) AND THE COST OF ITS PRODUCT

By E. E. Sheasgreen, Mgr., The Standard Cost Finding Service Co.

Of course the clothing manufacturers and the garment or cap-makers—in fact, anyone working in cloth goods of any kind—will not believe it—but it is true, nevertheless.

That is—it is true that the poor little sewing machine productive hour costs a heap of money!

How much does it cost?

The following figures are average productive hour costs for seven months:

Single needle machine	$0.92
Double " "	.95
Singer No. 7	.97
Singer ring	1.19
Buttonholing machine	2.22
Binding machine	1.25

Yes, these are the average costs per productive hour for the equipments named above!

Now, as said in the beginning of this article, no manufacturer and especially if from his early days, he worked at the bench or machine himself for years, will ever believe such figures. Neither at the beginning of the cost work would these managers believe, from whose plants these figures have been compiled. Why such costs are preposterous!

The above costs cover "time" and "price" worker as well, and there is but little or no difference in cost whether a plant is "union" or "open"—eight or nine hour—the cost per hour is always a great surprise, and plenty high.

The following are the cost items for single needle machines for the month of April:

Building expense. (Rent, heat, janitor service, and building repairs)	$42.24
Valuation. (Interest and replacement funds (depreciation) and insurance and taxes on the original investment in machines, motors, etc.	84.24
Repairs on machines	31.32
Power	32.94
Department direct expense	1.03
Supervision and payroll	594.48
Thread	45.60
Share of office expense. (Executive salaries, clerks' salaries, bookkeeper, telephone, telegraph, office supplies, light, postage, organization dues, miscellaneous)	657.05
Selling expense and shrinkage. (Salesmen's salaries, traveling expenses, commissions, advertising, bad accounts, allowances, and deductions, gifts, loss on)	329.55
Total cost of Single Needle Machine department	$1,818.45
Total productive hours	2,078.79
Total non-productive hours	199.00
Cost per productive hour for the month of April	.87

The operators in this plant were about the **average** in intelligence. The work came to them in the **average** way. The equipment was about in the **average** condition **and about the average in over-equipment**—in fact, the record is about what would show in any plant operating similar machinery and under **average** conditions. Of course, if that plant had better or worse than the average operators, better or worse than the average way of getting work to employes, better or worse than the average equipment condition and with no over-equipment to speak of—then the hour cost would be higher or lower—just how much only the system would tell. In such cases the number of hours that would go into the product would be either less or more—thus giving a **lower or higher lot or job cost** than under average con-

ditions. Each manager thinks he has a 100% efficiency plant—but there are mighty few of them—the great majority of plants fall far below the "100%" efficiency idea.

It is safe to say that a study of plant conditions from properly compiled cost records will force a manager to become his own efficiency engineer and he will never need to hold a stop-watch on anyone unless on himself and his methods.

A manager in a cloth working line and who has had considerable experience in using the cost system, says: "We have noticed a remarkable change in our financial condition. We attribute this to the results we obtain from the system which enables us to differentiate between those commodities which yield a profit and those which do not. By eliminating all non-profitable work, we have decreased our working force and increased our efficiency."

Another manager, but in a far different line, says—and this shows how long it takes men to wake up to facts when they have been "born and brought up in the business"—"Our accountant, Mr. K——, woke up to the fact this morning that our cost system permits us to keep a daily check on our business." This comes after nine months of records of cost continually showing true conditions.

There is much for the clothing and garment manufacturers, and for workers in general in cloth, to learn regarding **cost**—the business of getting back all the dollars that go into their product.

Being a good mechanic, knowing how to put things together to get "style," "class," "fit,"—how to "make the hit of the season," is one thing.

To know how to get back all the dollars that must go into getting the above results is altogether another thing!

Increased sales does not do it.

Expert auditing of accounts never has done it.

Cut-throat competition never can do it.

Watching credits like a cat watches a mouse does not save.

There is but one force that can put any financial craft on the right course across the financial seas—and that force is the modern cost-finding system which teaches the manager how to bring about better efficiency in every department of his business.

Immigration—"Eastward, Ho!"

Immigration, "Eastward, Ho!"—and why not?

When the smoke of the battles of the European War clears away and the count is taken of those men who are left to take up the burdens of the countries now at war—that count is very likely to fall far short of the "man power" that will be sufficient to run the wheels of commerce of those countries.

The horrible tale of the numbers of lives that will be demanded as "cannon food" will be beyond all understanding. The "hole" created in society will be so great—so deep, that the rush of men to those countries from the United States will take thousands who but recently came to us, or who were born and reared here.

And why not?

We have thousands, hundreds of thousands of men here who would rush back to the Fatherland and for many reasons (but **not** for war) if the right chance was given.

With them when they do go, will be our ideas of government.

Through their efforts and by their indomitable will a new Republic—a "United States of Europe" will be born. This war—and the rush of men from the United States to fill the "holes" over there—will mean the complete downfall of kings.

Not only will the map of Europe be altered, but the form of government there will be completely altered. Immigration will be **from** this country instead of **to** it, and we will be left to solve the problems of how to get much of the work of the United States done, not by "foreign" help—but by American-born help.

And we will be confronting other problems we never have dreamed of—and we the people of the United States will have to solve them.

There will be problems of labor and capital, of manufacturing and merchandising, and of banking to take care of the likes of which the world has never before known.

The one force that will greatly assist will be the Modern Cost System.

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North West Tribune

Stevensville, Mont., September 28, 1914.

B. B. Herbert, National Printer-Journalist, Chicago, Ill.

My dear Sir:—Inclosed please find my check for $6.00 to apply on the Journalist until August, 1915.

The Journalist is one of my very best monthly visitors and I wish it success in every way. Keep right on giving us the food we so much need in the newspaper profession. Tell us why we should have a good uniform cost system for the country weekly, and show us the way to secure it. Tell us just why we should have a uniform price for advertising and why we should stick to that price, and if it should become uniform with the press throughout the States.

Very respectfully yours,

J. R. FAULDS, Proprietor

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

RAVENSWOOD STATION, CHICAGO, ILLINOIS

Entered at the Chicago Postoffice as Second-class Matter

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BENJAMIN S. HERBERT - - - - - - Associate

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ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION

CHICAGO, NOVEMBER, 1914

Great benefits can be derived from the contents of this issue of the National Printer-Journalist by any and every business man or manufacturer.

All callings have common bonds of interest and there are underlying principles equally important to each and all. The principles enunciated, among which are those involved in effective co-operation, are too little understood and too often entirely ignored or very largely neglected. There was never a clearer, more practical presentation of new and cardinal principles necessary in the worthy, successful conduct of business than contained in the ten-minute addresses by the intelligent men who addressed the Convention of the United Typothetae and Franklin Clubs of America at the Waldorf-Astoria Hotel, New York City, last month. These men were not all printers, but they were all men closely allied with printing, so that all that they presented will be found especially valuable to all engaged in printing and in lines associated therewith or dependent thereon.

The collection and presentation of all the practical themes, facts, principles and tested methods contained in these addresses would have required any one man years of study and experience to acquire and would have cost many thousands of dollars, and there is no man with common sense who cannot derive thousands of dollars in value to his business by a careful study and then putting into practice the great amount of real tested business wisdom contained in this one issue of the National Printer-Journalist. The cost of the convention and attendance thereon represented no small sum, but was worth more and deserves more thought and study than the great European war.

The trade papers did great and loyal service toward making the convention the great success it proved, and the officers wisely showed their appreciation by providing means for the prompt furnishing of the addresses and proceedings for publication.

While there was the largest enrollment in the history of the organization, the trade press will furnish an audience running into tens of thousands and reach every part of the printing world. Our only regret is that we could not present every paper in full, but certainly enough is given to furnish every printer or publisher who cares to succeed in his business, all that is necessary to great improvement and continued progress that cannot fail to bring satisfaction, profit and success.

AN AMERICAN MERCHANT MARINE

A pamphlet with the above title has been received from W. M. Brittain, Secretary of the American Steamship Association. Now, like all patriotic Americans, we favor an American Merchant Marine if the same can be secured along practical and profitable lines. We believe in developing home industries, but are not so impractical as to believe that it is wise for any people to neglect profitable industries for those that, under insurmountable conditions, must prove unprofitable.

It would not pay the people of the United States, for illustration, to compel by a prohibitive tariff, or to secure by unreasonably high bounties, the cultivation of plants or the making of goods that can be much more economically or profitably produced or manufactured in other climes or other countries.

The present European war has greatly changed conditions and America is learning that it pays to be in a condition to be independent, even at some cost.

This pamphlet shows that ships have been built at from thirty-three to fifty per cent less in Europe than they could possibly be built in this country. The cost of a steamer built in England was $123,000. which could not have been duplicated in this country for $250,000. The cost of operation by American capital and American crews under American laws, counting interest, insurance, depreciation and labor, is shown to have been nearly double both as to overhead expenses and as to wages.

Such conditions seemed to make an American Marine impossible. There is no doubt but the cost of construction in this country could be reduced in time by proper machinery, the development of plants and skilled labor. It is evident that an American Merchant Marine has not been helped by requiring that the ocean vessels sailing under the American flag must be built in this country. It would from our viewpoint have been better to have permitted the buying of vessels abroad.

The requiring of home constructed vessels proved prohibitive. Now, however, under existing conditions, there seems a possibility of making a change. America has all the material for construction to be secured at less than in Europe. The lower wage scale of the European countries is very likely to advance materially as a result of the war, besides the difference in wages may be in a measure overcome by improved machinery and the greater efficiency of American workmen.

The laws of this country might be so changed or modified as to be more favorable to the operation of American vessels. Safety should not be sacrificed, but no one can study this little pamphlet without being convinced that many of the regulations of American vessels are unnecessarily burdensome and have resulted to the benefit of foreign vessels—resulted in driving American vessels from the seas by making it impossible to meet competition.

It is not intended to go into the discussión of this subject, but only to call attention of the American press to the fact that here is a field for great usefulness, through the study and exploiting of the matter of our American Merchant Marine, calling attention to its necessity for the future commerce of the Nation and

helping to discover and to call attention to the methods by which existing difficulties may be overcome.

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The "Dollar Day" at Elgin, Ill., fostered by the Elgin Daily News, proved the best in the history of the place, though it was held on Wednesday instead of Saturday, this year. An advertising manager of one of the big stores said: "It seems that we can hold a dollar day any day of the week and have it successful." A prominent merchant declared:

"It was without doubt the best dollar day yet. The big feature of course was the number of out-of-town folks who came to Elgin. Our trade here was heavy in all departments and far exceeded the record of sales of any other dollar day."

Another merchant declared "that the merchants had the newspapers to thank largely for the success of the day."

The moral for newspaper makers is that it pays to inaugurate and carry forward plans, special days and features to help advertisers and incidentally the city and the newspaper's advertising business.

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"SUBSCRIPTION ADVANCE"

Under the above caption, Publisher Omar D. Gray announces the following plan, in advancing the subscription price of his paper, the Sturgeon, Mo., Leader, from $1.00 to $1.50:

"On and after March 1, 1915, the Leader will cost $1.50 cash-in-advance to all subscribers or $2 a year where credit is asked for.

"This advance is imperative on account of the advance in cost of everything pertaining to the printing of a newspaper. Until March 1, 1915, all will be given an opportunity of paying as many years in advance as are wanted at present subscription price.

"We give 1,000 votes in the Lightner Mercantile Co.'s contest on $1 renewals or from new subscribers in Boone County or Clark postoffice, in Randolph County, and 1,500 votes on all $1.50 subscriptions."

Certainly a liberal amount of time is given for renewals under this arrangement, and stimulated by the voting contest there ought to be a large harvest of renewals and of new subscribers as well.

The contest mentioned is among young ladies for a $400 piano, and a report, by numbers, of the standing of the contestants, each week, is published in the local news columns of the Leader. No. 47 of the contestants had reached 85,750 on October 15th, and the votes on the other eighteen contestants ranged all the way from 8,080 to 62,455, which shows that a good deal of interest has been awakened. No one is likely to be misinformed as to the proposed advance in the price of the Leader.

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The Pottsville, Pa., Evening Republican issued a "Thirtieth Anniversary Number" on October 7th. It contained sixty full seven-column pages. The assertion is made in the design of the first page that "Pottsville has unsurpassed resources in everything making for the building of one of the greatest cities of the Nation—unrivaled wealth of mineral resources, modern utilities, enterprising institutions and an up-to-date people."

The succeeding well-illustrated pages go very far toward proving the entire truthfulnesss of this broad assertion. One commendable feature of such an issue is a complete index on the initial page of the contents.

Much space is given to the coal industry and the "Pottsville Coal Region—Rich in Black Diamonds."

The first page of the fifth section of this issue contains an illustration of the office, a four-story building and another of the "Goss Three Deck Straight-Line Perfecting Press" on which the paper is printed, and tells in an engaging manner "How the News is Prepared for the Pottsville Republican Readers." This section, as does also the editorial page, contains matter that will receive further consideration in our December issue.

The editor rightly congratulates himself and coadjutors on the fact that all the work on this great number was "the work of the Republican's regular employes," and further states what should be true of every country newspaper:

"The life of the people of this section is closely identified with the work of the Daily Republican. The one is as necessary to the other as the other is necessary to the one, and the people appreciate the work of the Republican, while the Republican heartily endorses the efforts of the people to better everything hereabouts."

The paper has been for the full thirty years under the one proprietor and editor, J. H. Zerbey, and he has good reason to be proud of this record as well as of this great issue of his paper. His son, J. H. Zerbey, Jr., is now associate editor and, Edmond L. Clifford is general manager.

Pottsville has adopted the commission form of city government and a wonderful record of city improvement is shown, and there is evidently a new spirit of city loyalty and pride and the brightest of prospects for the future.

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WILL NOT THE WRITERS, EDITORS, REPORTERS AND READERS OF THE NATIONAL PRINTER-JOURNALIST HELP?

The University of Kansas
Lawrence, Kan., October 27, 1914.

Mr. B. B. Herbert, Editor, National Printer-Journalist,
Chicago, Ill.

My dear Mr. Herbert:—As instructor in the theory and practice of journalism at the University, I find difficulty in getting good specimens of newspaper narrative, which I may use in discussions of journalistic structure and methods of approach.

I am hopeful that the newspaper men in various cities will come to my assistance. Doubtless reporters on your staff have written stories that may be considered "corking good stuff" from every standpoint. I do not mean literary efforts or sensational yarns, but clear, incisive, brilliant stories that have become traditions in your office.

I desire, particularly, types of "human-interest" and feature stories. Perhaps you know of a "police" story well done from an ethical standpoint. I shall, of course, give full credit both to the newspaper and to the author of the stories sent me, if you will let me have his name. Just now I have in mind a book of newspaper stories that may be used as model specimens for classes in journalism. If you will send me any clippings or comments, I shall appreciate the courtesy.

Newspaper men have responded so cordially to college instruction in journalism, that I make bold to ask this additional favor.

Thanking you in advance for any suggestion, I remain,

Sincerely yours,

H. F. HARRINGTON.

Subscription and Advertising Rates and Collections

Editor Charles Bradshaw of the Carrollton, Ill., Patriot, has recently been figuring what it costs to produce his publication and what are the receipts therefrom, and has found the margin between cost and income so small that the publication of a statement of the same, he asserts, "would take the breath of any business man who is in business to make money." He spares the business men by not making the publication, but decides on a reform of method if not an advance of prices.

His first conclusion was that two dollars a year for the subscription price and higher advertising rates were inevitable, but discovered another plan—that of closer attention to the getting of money due. This plan, he is going to try out first, and announces that instead of raising prices, he will see to it "that every subscriber pays his little $1.50 a year" and then "if the balance is still on the wrong side of the ledger, it will be time to talk about raising the price."

This is certainly a just decision, for it is hardly fair to look to those who pay to make good deficiency caused by the non-paying subscribers.

However, the taking of the name of a person from the subscription list, who ought to have the paper and has been a long-time reader is about as hard as the shutting the church door in the face of the old parishioner who has fallen behind in the payment of his church dues. Some people are over-burdened with the idea of a free pulpit, a free gospel and a free press. To these the freedom consists in getting their preaching and their newspaper without charge. Pulpits and newspapers, or the business managements back of them, have been largely to blame for this interpretation of "free."

However, we are inclined, from somewhat broad inquiry and observation, to believe that, while lack of prompt collection is the cause of much loss to home newspapers, in most cases advertising rates are too low. There is no profit in advertising at less than fifteen cents an inch for space occupied, no matter how small the publication or its circulation, if the composition and distribution of the matter and all the overhead expenses are taken into account.

As a rule, in newspapers of two thousand circulation, twenty-five cents an inch should be the minimum charge and five cents an inch should be added for each additional thousand of circulation, up to forty cents an inch at least. We are now speaking of what are known as home or local weekly newspapers, which number some eighteen thousand, as compared to two thousand six hundred and forty dailies, or about seven to one.

The rate per inch for daily papers must be less, but cannot, as we believe, be lower than ten cents an inch, with six cents an inch added for composition whenever advertising is required to be set up.

A careful record kept in different offices for a year, it is claimed, showed the average cost of composition to have been six cents a square inch. This would make twelve cents a running inch of newspaper column width and certainly six cents an inch is as low as can be figured on advertisements of four inches and over. It is doubtful whether a display advertisement can be profitably taken, set up, proved, read, corrected, placed in the paper, then lifted from the form and distributed for less than one dollar and the rule to take no display ad for less than one dollar is just.

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"God's Gentleman"

The Motto of a Veteran of Eighty-eight Years, who got His Education in "The Poor Man's College"—A Printing Office.

The editor of this journal recently had occasion to visit the office of a dentist, and while waiting, the following motto, framed and hung on the wall, caught his notice, and it seemed so full of wisdom that he made a copy of the same:

"To be equal to and ready for any responsibility; to be self-poised and confident, yet reverent, mindful of established ordinances, obedient to the right, earnest to resist evil; to be diligent in business, patient under its exactions, generous but not wasteful; to be quick to acknowledge error, prompt to repay obligations, chaste in thought, upright in deed, ever courteous; in a word, to be alike noble in soul and bearing—this is to be God's gentleman."

This dentist, who treasures this motto is eight-eight years of age, is still vigorous and attending to professional work, and says that he is going to try to live to be an old man.

He is a native of Maine and his schooling, after he was fifteen years of age, was in a printing office, "the poor man's college," where he remained for four years. He states, that in the printing office, he learned not only capitalization, punctuation and construction, but condensation, clearness of expression, direct-

ness and brevity in composition and the necessity of exactness.

All these different branches of knowledge have proved of great advantage to him throughout life in his work and in his writings for professional journals, lectures, private and newspaper correspondence.

When nineteen years of age, a relative, who was a leading dentist, induced him to enter upon this useful profession and he has worked in, watched and helped toward the wonderful development of this calling for nearly seventy years. In 1898 and 1899 he taught classes in dentistry in Hamburg, Berlin and Vienna. He stands among the leaders in his calling and has made himself useful in writing for the general newspaper press, and for dental journals and by addresses before dental associations and conventions.

He gives much credit to his early training in a printing office and his belief in, and endeavor to practice, the principles of the motto which we have quoted. An interesting fact is that his first typesetting was on the first issues of the "Wellspring," a well-known Congregational publication that has now reached its seventy-first volume, and was the first Sunday School paper ever published in this country. He also set type on the early issues of the Youth's Companion. His printing office experience was in Boston and he was present and heard Daniel Webster speak at the laying the foundation of Bunker Hill Monument. He is now a resident of Chicago.

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PRINTING CRAFTS ASSOCIATION DINNER

A very successful effort is made through the Chicago Printing Crafts Association, to unite all organizations and branches of the printing crafts in one central body, with several branches or divisions. Joint meetings are to be held and a spirit of friendliness and good-will cultivated. Then separate meetings of the different branches are convened at stated times to consider matters pertaining to each department of the calling.

The social side is not neglected, hence arrangements for the Chicago Printing Crafts Association dinner and reception are being perfected for Thanksgiving evening, Wednesday, November 25th, in the Congress Hotel. These arrangements have progressed so far as to assure a most successful event, promotive of thankfulness, goodfellowship and patriotism.

The committee, composed of Messrs. Harry Hillison, A. W. Michener, A. D. Robrahn, John Wynne, Wm. Hannaman, Frank Kurth, E. J. Manske, Frank Shanks, Frank Dermody, E. J. McCarthy, Chairman, has worked hard and hold out every expectation of being able to record the evening as the best ever held. Application for reservations are being received by the Committee, indicating the presence of all the "live ones" in the Printing Fraternity.

The Committee extends a hearty invitation to all friends of the Printing Art. It is suggested that members of the Graphic Arts in other cities might well follow the Chicago example. The occasion of Thanksgiving Day—when consideration of all the numerous blessings of the year are to be remembered and an optomistic look-forward had, with thankfulness to the Giver of all good—may well be observed by all members of the Graphic Arts of America. They have been blessed above those of any other portion of Earth.

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A FIFTIETH ANNIVERSARY

Very infrequently does a man live to celebrate the Semi-Centennial of a business established by himself. This has been the good fortune of Charles Beck, the founder of the Charles Beck Company of Philadelphia. A pamphlet issued in commemoration of the celebration of the fiftieth anniversary, on October 10, 1914, well states in its closing paragraph:

"The Founder has built his House and established it upon a rock of substantiality; and now, as the advancing years of storm and sunshine increase, he may well be content to stand aside and with watchful and prudent eyes still upon the field of operations, permit the associates to continue the active work."

As the record of the rounding out of the half century is satisfactory, the following opening paragraph that introduces the story of a truly "typical American beginning," contains the reason of, or key, to the great success:

"In 1854, Charles Beck started in as a boy to push his way in the world, at seventeen leaving his father's farm with $5.00, an extra suit of clothes, a Bible and a parental blessing."

The youth had ten years of hardships and varied experience, but won, and in 1864 established the great "House of Beck" which is the oldest in its line of business in Philadelphia. A splendid portrait of Mr. Beck, holding a partly opened book, apparently an Oxford Bible or Testament, in his hand, adorns the first page, and the kindly face bespeaks calm trust, contentment and serenity.

The story told in twelve pages is well worth reading and its pages not only exemplify real, honest, worthy business building in America, but give, in miniature, a history of the development of the paper trade in this country. In the course of the growth of the establishment, departments of printers' machinery and paper box makers' machinery were added to the paper business.

In 1909 a new formation of the business resulted in the present Charles Beck Company, admitting the founder's two sons, Charles J. and Leonidas Beck, and a nephew, Andrew Simon, to the partnership.

The firm now occupies the five floors and basement of the building at 609 Chestnut Street and 604 to 610 Ranstead Street, and has in addition outside railroad warehousing equal to that of the main store.

The quality and quantity of goods and the range of territory covered in their distribution are now far beyond the most sanguine early dreams of the Founder. Many of the original customers are still on the books of the present firm.

Model Newspaper Plant—New Building of the St. Joseph News Press

ONE of the speakers at the U. T. and F. C. of A. in New York, discussing co-operation, suggested that one important method of co-operating with employes was to supply a building and work-room with all convenient, pleasant, healthful conditions and surroundings. It is a profitable kind of co-operation and means not only contentment and greater efficiency of the workers, but better work, larger product, and higher appreciation or better standing in the community and among customers.

Even to a greater extent are these things true of the newspaper office, inasmuch as the newspaper stands, in an important sense, as a representative of the city of publication and is an example and inspiration to progress and worthy accomplishment. A worthy newspaper building is a valuable advertisement and speaks of growth and permanency. It is always a pleasure to tell the story of a new and worthy newspaper building.

To know of the construction and arrangement of a worthy newspaper home is a help to all other newspapers looking forward to improvement in this direction.

The St. Joseph, Missouri, News-Press, has a new building that fills all the conditions of choice location, pleasant surroundings and model construction. The publishers have issued an exceedingly handsome pamphlet in covers, illustrated with excellent halftones, that fully set forth the beauties, advantages and arrangement of the building. It must prove most valuable advertising for the publication, and can well be taken as a model by others.

The first reference is properly to the convenience and desirability of its location, commanding easy access from all parts of the business or down-town section of the city which extends from the site in three directions.

With the postoffice diagonally opposite, the location affords the promptest mail service. Also, wagons carrying country editions make a straight run to the Union Station without traversing the crowded streets. The building immediately adjoins the retail district, and yet is sufficently removed from the congested secton to insure plenty of light and air and architectural independence.

The site occupies a quarter-block, with a frontage of 140 feet on Edmond Street and 128 feet on Ninth Street. The building is 126 feet long, 56 feet wide in the middle and 52 feet through the wings. It stands ten feet from the private alley on the north and six and one-half feet from the public alley on the west. This insures ample alley room and prevents contact with any other building, thus providing air, light and fire protection. The structure stands sixty-seven feet back from Edmond Street and the intervening space is arranged in two terraces, the whole surrounded by a hedge. On the first terrace is a formal garden. The exposure is east and south.

A front view of the structure gives the impression of a public library, or some other building of municipal import. While the front has a low, classic effect, on account of the slope of the ground, the rear of the building has a decidedly business-like aspect, exhibiting four tiers of large windows and commodious shipping and receiving doors. The architecture is in the style of the early Italian renaissance and the general effect suggests the villa of that period. The central pavilion is crowned with low-pitched, wide-eaved roof, covered with green Spanish tiles. The under sides of the eaves between the supporting beams, which are carved in ornamental designs, are stencilded in red, yellow and blue, each panel centered with the monogram "N-P." The materials used in the building are brick, stone, concrete, steel and terra cotta. The structure is fireproof throughout. The outside walls are faced with hard-burned Galesburg brick laid in white mortar which brings out, with excellent effect, the fine red tones in the brick. The window trim and cornices are of stone-gray terra cotta and the water table, lower courses and retaining walls are of Bedford stone.

Front View of the Building

Stately columns of white Batesville stone, topped with Ionic capitals and supporting a balcony of the same stone, make a dignified setting for the main entrance.

The building is of exceptional strength to resist the

weight and vibration of heavy machinery. The frame and floors are of concrete, with extra reinforcing. At the west end, over the press room, 40-foot steel girders, resting upon steel posts, carry the floor of the stereotyping and composing rooms, which is designed to bear 600 pounds to the square foot. All posts and girders are completely encased in concrete. Everywhere possible concrete was used in connection with brick and steel, the intention being to make a building practically indestructible by fire.

The great features of the building are light and air. No one of the working rooms is below the level of the ground and all have many large windows. The stereotype room at the west end is, perhaps, unique in this regard, having six large windows on three sides, a 16-foot ceiling and direct ventilation for removing the fumes of the molten metal. The composing room has seven windows on two sides. The press room, with its 18-foot ceiling, has six large windows on two sides. This room, although hidden from the Edmond Street front by the

Side Entrance with Arrangement for Receiving Stock

terrace, is two feet above the level of the junction of the alleys in the rear. The mailing room is also above the level of the alley and has three large windows, giving plenty of light and air. The general business office has ten large windows, with northern, eastern and southern exposure. The editorial room, on the second floor, has light on three sides, and all the other offices on that floor have many large windows.

From the entrance a turn to the right takes one into the general business office, which is an unusaully fine room, 50x40 feet, with a 16-foot ceiling. The public lobby is paved with Tennessee marble tiles, with a basing strip of verte antique marble. The woodwork in this room, as in all public parts of the building, is in dark-finished quartered oak.

The fixtures in the business office are of quartered oak to match the woodwork, and are of uniform, harmonious design. The lobby furniture, including writing and file desks and large settee, match the fixtures in design and color. The wall coloring in the business office and the main central halls on the two upper floors is a gray-bronze green. The heavy beams of the ceiling in the business office and lower hall are enriched by a scroll design in gold-bronze entwined about a conventionalized oak leaf in ox-blood red.

The business office is electrically lighted by 14-inch seiling balls and eleven side brackets of special classic design in old Roman gold. The desks and screens in this room match the woodwork.

The remainder of the main floor is occupied by the stereotyping and composing rooms, which are located in the west end of the building. These are reached from the business office by a private service hallway in the rear of the main entrance lobby. In these rooms, as in all the factory portions of the building, the finish is plain and substantial and the paint in neutral tints suitable to mechanical working conditions and susceptible of easy cleaning and renewal.

The second floor is reached by a marble staircase leading from the entrance lobby, and on this floor are

Unloading Paper into Stock Room

located the editorial rooms and the office of the publisher. All the rooms are grouped about a central hallway well lighted by an art glass skylight and finished in oak to match the business office. The editorial room proper is at the rear, facing north, with six large windows. It is finished in plain wood and painted a neutral tint. All the furniture in the editorial rooms is of oak, finished in olive drab.

The publisher's private office is in the southeast corner, reached through an ante-room at the south end of the hall. This room has south and east exposure, is very light and airy and is furnished in mahogany.

Below the main floor is a spacious basement eighteen feet high, in the west end of which is the press room. The floor of this room, which measures 50 x 38 feet, is above the alley level. The paper is printed by daylight.

The basement is divided into parts by a mazzanine floor which begins forty feet east of the west wall of the building. The floor is approached by a private stairway from the private service hall. Upon this floor are

paper storage, toilet and dressing rooms and the office of the superintendent of carriers. A large shipping door opens from this floor upon the east end of the private alley at a point where the grade makes unloading paper convenient.

From the mezzanine floor a staircase leads to the alley and also gives access to the press and mailing rooms. The mailing room is at the rear of the press room and, like it, has the advantage of the ground level and plenty of light and air. The carrier boys' and newsboys' room is located to the east of the press room and south of the mailing room. To insure fresh air, when crowded, a mechanical ventilating system has been provided.

In the rear of the mailing room is the boiler room, not now used, as the building is heated by steam from the central station, but ready for use, if needed. The balance of the basement is given to paper storage.

The equipment throughout the building is modern in every respect. The electric wiring system is very substantial, all wires being in steel conduits encased in concrete slabs. All wires enter the building under ground. The telephone and telegraph wires are brought through a four-duct earthenware conduit, one duct for each company, and enter the building from a manhole in the public alley. The power and light wires are in heavy steel 5½-inch conduits, which also enter under the foundation. All electrical current used in the building for power is of the alternating type, three phase, sixty cycle, and all of the twenty-two motors used, from those of fifty horsepower on the two presses to the one-quarter horsepower motor on the proof press, are of modern make and the highest efficiency. Every machine in use, including the nine Linotypes, has its own direct connected motor and is operated independently.

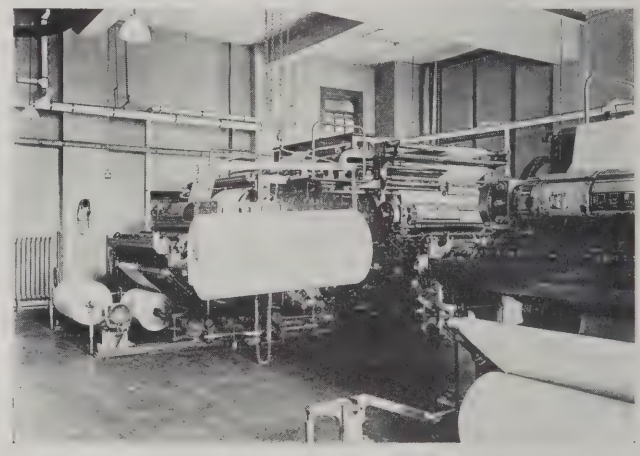
Front Entrance

The building is provided with a vacuum cleaning system. There is also a compressed air plant, pipes from which lead to all mechanical departments, so that machinery may be cleaned almost instantly. A novel feature is the drinking system. All departments are supplied with santitary, bubbling cups, from which, in summer, iced water flows.

Ample facilities for unloading and storing print paper, to the extent of eight carloads have been provided. A 6-inch steel beam on the ceiling of the mezzanine floor forms an overhead carrier for unloading and moving paper, ink and lubricating oil. Compressed air forces the ink into the press fountains. An oil tank on the mezzanine floor receives the lubricating oil and a pipe conveys it to a spigot in the press room, where the pressmen can fill their oil cans.

Careful attention has been given to the comfort of the employes of the News-Press in the arrangement of the building. A dressing room, equipped with steel lockers, hot and cold water and a shower bath, has been provided for the mechanical departments, and there is also a dressing room, with commodious steel lockers, and hot and cold water for the women employes.

The planting in front of the building consists of perennial shrubbery and annual blossoming plants. The hedges are of privet of the variety, ibota regious, a hardy hedge plant not liable to be nipped by frost. Outlining the brick paths in the formal garden are vincas, white on the sides and pink at the ends. Close to the building have been massed spirea von houttei, berberis purple, peonies, hibissus, phlox, etc., all outlined with a row of purple iris, inside which is a row of coreopsis. Clusters of yellow elder are massed on either side of the entrance and against the parapet wall at the west end are planted dwarf magnolias. At the east end there is a white birch, a red twigged dogwood and a Russian olive. Dotted on the lawn are two miniature blue spruce trees. The astronomical features, a sundial and a meridian plate, are placed in the brick circles at each end of the walk on the first terrace upon special concrete foundations.



The Press Room

The architects were Eckel & Aldrich of St. Joseph.

The Sun Dial

The News-Press has a sun dial and it is different from the customary dial, in that the equation of time table has been replaced by a table giving the daily corrections necessary to translate apparent sun time to Central Standard time. The calculations were made by Prof. Robert H. Baker(director of Laws Observatory, Uni-

versity of Missouri, Columbia, Mo. The latitude of the pedestal bearing the dial is 39 degrees, 45 minutes, 57 seconds North, and the gnomon was consequently pitched at that angle. As Central Standard time is measured by the passage of the mean sun over the ninety-sixth meridian, which passes nearly through St. Louis, at St. Joseph with a longitude of 94 degrees, 50 minutes, 58 seconds West, mean sun time is 19 minutes and 19 seconds slower than Central Standard time. This amount has been added to the regular equation of time table, and the results are expressed in the correction of time table engraved on the face of the dial as shown in the table on the opposite page.

The corrections are given in half monthly periods and are invariably to be added to the apparent time as recorded by the shadow of the gnomon.

The dial itself is engraved upon a heavy sheet of brass, with a particularly substantial gnomon passing through the disc anchored thereto, the whole plate, which is eighteen inches in diameter, being securely fastened by anchors set in cement to the top of the Bedford stone pedestal especially designed to receive it. Agreeable to the practice of engraving mottos on sun dials, with perhaps an excusable mingling of the functions of the dial and the newspaper, the following has been placed in the space at the south side of the dial left unoccupied by the hour figures: "I Mark the Hours and Tell Their Doings."

A Meridian Plate

A meridian plate occupies the corresponding place to the sun dial at the west end of the formal garden. On its face are the points of the compass and arrows pointing the direction of twenty-two cities. Also figures telling the shortest distance from St. Joseph.

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IN THE INTEREST OF THE GREATEST, MOST INSTRUCTIVE, ENJOYABLE AND PROFITABLE CONVENTION OF THE NATIONAL EDITORIAL ASSOCIATION

To the Editors and Publishers of the United States:

The time has arrived for making arrangements for the 1915 excursion and convention of the National Editorial Association. California has been chosen as the State for the convention. The Panama-Pacific Exposition at San Francisco will be visited and will offer one of the chief attractions, outside of the splendid program of the meetings of the Association.

The San Diego Exposition will be worth crossing the continent to see.

The Los Angeles Convention Association has invited the N. E. A. to meet in that city, which is a wonder in beauty, wealth and growth. This promotive organization has appropriated $400,000 for the entertainment of visitors and the editor delegates and members may be assured that everything will be provided on a broad and liberal scale with every opportunity offered for sightseeing and the visiting of points of interest.

Only second to these will be the excursion through the Rocky Mountain and the Pacific Coast States.

In order to make proper arrangements for travel, hotels, entertainments and the program, it is necessary to have the names of all who will attend at the earliest possible date. The first question asked is, "How many will attend?" or "How many will be in your party?"

The plan now is to hold the convention at the beginning of the vacation season, immediately after the close of the schools—the last days of June and the first of July. It will be a delightful, beneficial and educative affair for all and especially for the young people—the beginners in journalism.

When the convention was held in San Francisco in 1892, there were seven hundred in attendance. The party was met at the State line and flooded with flowers, fruits, hospitality and attentions throughout the trip from San Diego and Los Angeles to the close of the convention and afterwards throughout the region traversed on the return.

Every facility was given for seeing, enjoying and learning of all the beauties and wonders of California. In addition to all this, there will be added all the unsurpassed attractions of the most wonderful exposition on the American continent. Efforts will be made to arrange for a trip back by way of the Panama Canal for all who wish to include this journey in their itinerary.

It is desired that the President or Executive member of each association should appoint and send in the names of all delegates at once, but members of associations need not wait for this. Two dollars admits all members of press associations or press clubs to membership in the National Editorial Association and this fee, together with a statement of any choice as to route to be taken to attend the convention, should be sent to the Secretary at once.

There will be little if any opportunity for European travel next summer—besides every American should see America first, and inform himself of her wonders, great manufactures and all of her products of art, of agriculture, of mines and forests. There is every assurance that the European war will not hinder, but rather help, the Panama Exposition. Besides the States of the Union, all South American and Oriental countries will be represented; also some twenty-seven European countries. Only two of the nations now engaged in the war had signified any intention of making exhibits.

The value of, and the interest in, the Exposition will be greatly increased by the fact of the new fields opened to American trade and the new demands that are to be made for America's manufactures and all her vast products.

This should be the greatest convention in the history of the National Editorial Association, and the most useful.

Write at once, remitting two dollars.

GEORGE SCHLOSSER,
Sioux Falls, S. D. Secretary.

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WANTED BY THE FOREMAN

Richardson Echo.

Richardson, Texas, September 30, 1914.

National Printer-Journalist, Chicago, Ill.

Gentlemen:—Attached find check to cover bill rendered for subscription to your valued journal—in advance. Wish I could get my subscribers in the same notion. My foreman inquires for your journal regularly and last month it reached us a little late and he was very much disappointed.

Yours very truly,
SAM P. HARBEN.

Hallenbeck-Hungerford Building

A Modern Printing and Manufacturing Structure

THE $2,000,000 fireproof Hallenbeck-Hungerford loft building, located at 76 to 88 Lafayette St., 42 to 46 Franklin St., and 87 to 93 White St., New York City, and comprising an area of approximately 20,000 square feet, is rapidly approaching completion and will be ready for occupancy about November 1st.

This building of sixteen full stories, including a pent house of 8,100 square feet, marks a notable addition to the improvements in the new Civic Centre district, having a frontage of 120 feet on Lafayette Street, 75 feet on Franklin Street and 106 feet on White Street, with a depth of 200 feet and a height of 255 feet from curb.

Every device known to engineering skill and a strict compliance with the exacting regulations of the various city departments has been adopted to insure an absolutely fireproof building which will carry the minimum insurance rate.

In addition to an automatic fire alarm, a 100 per cent automatic wet sprinkler system has been installed to prevent damage by water on floors below.

The first three stories are of granite with sufficient carving and moulding to lend prominence to the principal architectural features of the building. The body is of gray buff brick and the upper stories of terra cotta, blending with the brick work in color and texture.

The Hallenbeck-Hungerford Building has been designed with particular reference to accommodating the requirements of heavy manufacturing, at the same time having the finish and equipment of a high-class modern office building. Its massive construction throughout reduces vibration and sound to a minimum—a feature that will be appreciated particularly by publishers, large printers and lithographers, and those who have experienced annoyance from this trouble.

The carrying capacity is 400 pounds of live load to the square foot on lower floors, 300 pounds on upper, and graduating to 250 pounds on top.

The bays are 26 x 20 feet, being the largest of any building of this type up to the present time, and permitting of the convenient arrangement of machinery of almost every type, including printing presses, etc., without interference of posts.

There is permanent natural light on four sides of the building. The high ceilings, the corner locations, together with numerous large windows on all sides, insure an abundance of natural light and ventilation.

The building is equipped with two passenger elevators, with capacity of 3,000 pounds each and a speed of 400 feet per minute, fitted with French target signal system. Four freight elevators, two on Franklin Street side, and two on White Street side, each having a capacity of 5,000 pounds and 8,000 pounds respectively, with a speed of 250 feet per minute, having similar signal systems to the passenger elevators, will serve as combination freight and passenger elevators to accommodate employes as well as freight.

Elevator, heat, light and power service is available at all hours, both day and night.

In addition there is a spiral chute with distinct and separate slides to send sacks of mail and bundles of merchandise from any floor to the street without waiting for elevators.

The elevator service is at both ends of the building, thus saving time and possible congestion in shipment or receipt of merchandise from any portion of the various floors.

The building has its own heat, light and power plant, which will be distributed to all parts of the building, and in addition electric conduits are installed, eliminating expense hitherto incurred by manufacturers requiring heavy capacity in obtaining power and light circuits.

It is proposed to furnish electric current for light and power for any purpose, night and day, at rates current for similar service in the City of New York.

Rest rooms have been provided for women employes. Plumbing is best and most sanitary obtainable.

✧ ✧

HONESTY IN WORD AND ACTION

There are men who do not divide actions merely into those that are honest and those that are not, but create a third subdivision, that of law honesty, of that kind of honesty which consists of keeping clear of the penitentiary. The distinction upon which we must insist is the vital, deep lying, unchangable distinctions between men. There are men who use the phrase "practical politics." Such men have brought the word politician into discredit. There are other men who use the noxious "Business is Business" as an excuse for every kind of mean crooked work, and these men make honest Americans hang their heads, because of some of the things they do. The scoundrel who fails can never by any possibility be as dangerous as the scoundrel who succeeds, and of all the men who should excite in our mind the most contemptuous abhorrence, are the men who have achieved great wealth or any other success in any but an honest, clean and straightforward manner.—Ex.

✖ ✖ ✖

"ALWAYS EXCELLENT"

Chicago · New York City · Dallas · St. Paul · Washington, D. C. · St. Louis · Omaha · Kansas City · Seattle

Steel Composing-Room Equipment
Electric-Welded Silver-Gloss Steel Chases, Metal Furniture, Leads and Slugs, Labor-Saving Iron and Steel Furniture, Brass Rules, Leads and Slugs, Printing Material of All Kinds

BARNHART BROTHERS & SPINDLER

Superior Copper-Mixed TYPE

Cylinder and Platen Presses, Hand and Power Paper Cutters, Stitching Machines and Perforators, Miller Saw-Trimmer and Automatic Press Feeder, Wood Type and Wood Goods
Complete Printing Office Equipment

Cable Code "BARNHART"

Harrison 1721
Automatic 63661

715-721 S. DEARBORN STREET
F-G CHICAGO, ILL. Oct. 13, 1914.

National Printer-Journalist,
4618 Ravenswood Ave.,
Chicago, Illinois.

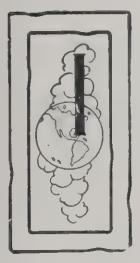
Gentlemen:-

Yours of the 12th received. I enclose herewith copy for half page ad for November issue. I believe business is reviving and is going to revive still more as you say. This encourages me to keep up the advertising in the always excellent "National Printer-Journalist".

Yours very truly,
Barnhart Brothers & Spindler.
M. H. Fruch
Manager

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.



I HOLD that a newspaper, which to make requires a great amount of labor and expense, and which, after it is made, is a valuable force for good to the community and a source of both benefit and pleasure to those who buy and read it—I hold that the making of a product of such recognized worth and importance to society, ought to be a self-supporting business.

Yea, the business of newspaper making ought to be more than merely self-supporting—it not only ought to bring returns enough to give those who engage in it a fair living, but it should also net the owner of the plant a little more than a living, that something may be laid up toward old age. But how many of the operators of the smaller newspaper plants are laying up any money?

Happily in this enlightened era the newspaper business on a large scale is a paying industry. That is, our greater periodicals are published at subscription prices and advertising rates and the business operated on lines of labor-saving, cost-finding and loss-preventing systems, so that they generally pay those whose money is invested; and likewise it is true that some of the lesser newspaper enterprises are proving profitable to their owners; but it is still a fact, so near as I can learn, that hundreds of the so-called country weekly class of publications are still mill-stones around the necks of their proprietors.

Hundreds of publishers of such sheets, I dare to assert, spend their days in one unabated nightmare, struggling constantly to keep their chins above the flood of debts in which they eventually become engulfed. This condition, while so old as to be proverbial, is particularly truer in these latter days when the cost of high living of the richer people has brought about the high cost of living for those of smaller incomes, whose work is equally if not more valuable to their communities.

Now, in the business world, when a firm's records show a loss—that is, an excess of expenses over receipts—due to a lack of patronage, the reason for failure is easily explained; but when expense exceeds income, notwithstanding that the firm has been running at its full capacity the year round, as is so often the case with weekly newspaper offices, then it becomes evident that the product has been marketed at figures so low that no margin of profit accrued to the manufacturer. One need not be a cost expert to recognize that simple truth, especially when confronted with the universal fact that home weekly newspapers are produced at a minimum of expense.

For a number of late years the efforts of all forces interested in the welfare of the calling have been combined in a campaign of education—teaching the public the advantage of patronizing the press, so that today practically everyone knows the worth of printers' ink and the value of the press, with the result that even the home weeklies are generally well supplied with business. And now appears the great need of education on the other side: The publisher himself must be taught to know the value of his own product. He must not only be taught to know this, but he must be inspired to the point of having the nerve to ask more when he puts these products on the market.

No six-column quarto, for instance, can be sold for less than $1.50 per year at a profit, and it costs more than five cents the inch to produce displayed advertisements. Yet how many home weeklies are being sold at less than the cost of publication, and how many offer their space at five cents and even less than five cents per inch. [Fifteen cents an inch should be the minimum charge for ads.—Ed. N. P.-J.]

Ask men—even some of those highest in the calling—how one is to make money in the country newspaper field, and the chances are his advice will be to take up some side line or specialty—such as a postmastership, the selling of real estate, insurance, etc.—showing their blind submission to the fact that the country newspaper business in itself is not self-supporting, nor its

profits commensurate with the time and money invested.

And I might add here that my own personal observation and experience has revealed no home newspaper maker with wealth which he has amassed from his newspaper business. In fact, every country newspaper man whom I have found living in Easy Street made his stake through some special activity outside of the newspaper business.

Can a man as smart as one must be to run a newspaper successfully, feel anything other than justified contempt for a calling in which alone it is hardly possible to make more than a bare living?

But this counter-question immediately occurs: Which more deserves our contempt, the calling itself, or those who engage in it, and who by their sheer lack of business sense, or, as is more often the case, lack of courage, are responsible for the calling's unprofitableness?

On the very face of it one can see the weakness of those who have made it a custom to combine the newspaper business with the job printing business, as if the one or the other were not sufficient to support iself. As a matter of fact, I believe that a large per cent of the country newspapers would fail if it were not for the fact that they are bolstered up by the profits from their job printing departments—and it is safe to say that these latter, too, as often show a loss as a profit.

It is true that the two—the newspaper and the job printery—make a fair business combination, yet I believe each ought to be operated independent of the other and placed on such a basis that each will show a profit. And when combined, it should be merely for greater profit, and not that one should rob the other.

As a closing thought, then, let me urge every reader of these paragraphs to resolve to do his part in raising the newspaper business from the bane of disgrace which now overshadows it—for it is a disgrace to this noble profession that the men who are engaged in it are generally poor. Let us count our costs more closely and be less mealy-mouthed in telling the public about the worth of our profession. And, having convinced the people of the worth of our product, it will not be hard to ask of them a fair price in exchange for that product. Let's cultivate the courage to do that, too.

O. Byron Copper, De Soto, Wis.

Clark, S. D., July 18, 1914.

Dear Sir:—Am enclosing a few ads which have appeared in various issues of the Clark County Courier. I would appreciate it very much if you would give me your opinion on them in the National Printer-Journalist. This is my first contribution to your valuable journal, although I am an interested reader every month.

If the enclosed ads fail to meet with your approval, or those you reproduce, if any, criticise the dickens out of them.

Respectfully submitted,
S. H. CHILTON.

The nearest I can come to "criticising the dickens" out of these ads from Brother Chilton

This Is for Men
We direct your attention to our splendid new line of "Ideal" Dress Shirts for Spring and Summer wear The new fabrics will please you, and we are confident that you will find the kind of a Shirt you want in this big new stock Sizes 13 to 18 Prices range from
$1 to $3.50
IDEAL OVERALLS
Spring Work Shirts
The complete Work Shirt line is now ready The best we can do is to give you an invitation to see this splendid line of better than usual values.
Price 50c
IDEAL OVERALLS
The Quality Store

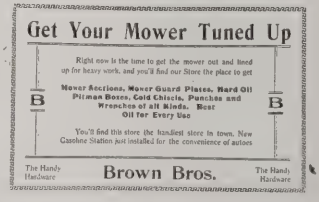
No. 1

is to say that, as a whole, they are quite as perfect as many people believe Dickens' works to be. That's saying a good deal, I'll admit, and

No. 2

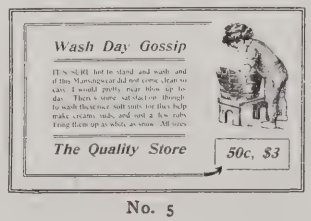
to prove that I haven't gone too far with the compliment, I will reproduce half a dozen of the ads herewith as Exhibits 1, 2, 3, 4, 5 and 6.

No. 3


Get Your Mower Tuned Up
Mower Sections, Mower Guard Plates, Hard Oil Pitman Boxes, Cold Chisels, Punches and Wrenches of all Kinds. Best Oil for Every Use
Brown Bros.

No. 4

It is a pleasure for me to note that this contributor possesses a full knowledge of what correct modern composition means. He under-



No. 5

No. 6

stands perfectly how to display an advertisement, how to work in brass rules to the best advantage, and also appreciates the value of

adequate margins of white. This intelligence combined with artistic taste, which Brother Chilton also possesses, makes the equipment of a compositor complete. A study of these clever ad specimens shown herewith will prove beneficial to any compositor, teaching those who are new in the work the proper way to do things, and sharpening up the ideas of the masters in the calling. Generally the wording of these ads is quite as good, too, as the composition.

✧ ✧

Hamburg, Iowa, July 13, 1914.

O. Byron Copper, De Soto, Wis.

Dear Sir:—Not for publication, but from the fact that you boost advertising by the printers, I enclose a folder which I just used with telling effect; also used in paper. So few printers realize the value of the space they sell.

Enjoy very much your department in N. P. J. It covers the country field as no other journal does.

Yours truly,

FRED W. HILL.

Seeing no reason why Brother Hill should object to publicity in the matter touched upon in the foregoing missive, and finding in the specimen which he sends an excellent suggestion to other newspaper publishers, I have summoned up my courage for doing just what you see here. The folder mentioned in the foregoing letter is of gray Rough Paradox cover, on which is pasted a plain black-and-white proof of an Ivory Soap advertisement. I am not certain that this specimen can be reproduced, but shall try to show it as Exhibit 6a. In any event, it may not be possible to readily make out the text, which is clearly an advertisement for Mr. Hill's paper, the Hamburg (Iowa) Reporter, as an advertising medium. The argument presented is an excellent one, in essence amounting to this: The fact that Proctor & Gamble have chosen the Reporter as one of the two newspapers in the county through which to advertise their famous Ivory Soap, is pretty good evidence that the Reporter, if the proper medium for such a well-known article as Ivory Soap, is it not good for the business of local people? Again, if it pays to give publicity to so small an article as soap, should it not be a money maker for the local merchant, with his store full of many articles, many of which, in all probability, many people do not know he carries? The suggestion which Brother Hill makes briefly above is too frequently true: So few newspaper men realize the value of the space they have for sale; and, not realizing it, how is it possible for them ever to convince their patrons of its real value? In one way or another of the many ways that will suggest themselves, every newspaper man should, weekly, boost his own business. And, need I add that the most potent way of doing this—the most effectual way, is through advertising. It will be a long time even yet before the public fully appreciates the value of advertising. Hence, the necessity for constant hammering on the subject.

✖ ✖ ✖

Grand Island, Neb., July 14, 1914.

Mr. O. Byron Copper, De Soto, Wis.

Dear Mr. Copper:—I am sending you a copy of all of the ads in a contest recently held by the Nebraska Press Association. Should you desire to make a section on this display and reproduce any of the ads, it will be appreciated by the boys of the Nebraska Press.

In making the awards the judges took into consideration that some of the compositors did not follow copy when they left out the quotations on the signature. A copy of the instructions is also enclosed with the ads which are being sent to you in today's mail.

Yours very truly,

C. C. JOHNS,

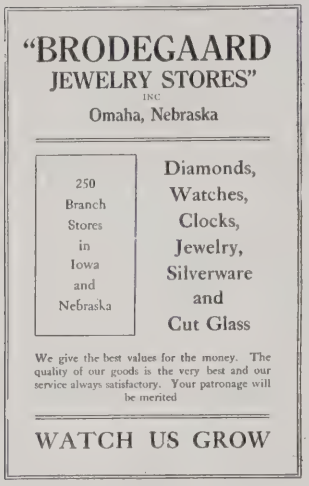
Secretary-Treasurer Nebraska Press Association

It has been a pleasure to me, indeed, to examine these ads submitted in the ad-setting contest of the Nebraska Press Association, which hereafter is to be an annual feature of that organization. A hundred-dollar silver trophy cup, elegantly engraved with the name and paper of the winner, was the prize, and was taken this year by the Falls City Journal. The specimen which won the trophy is reproduced herewith as Exhibit 7. Other specimens submitted in the contest are shown in Exhibits from No. 8 to No. 15, inclusive. The first of these, from the office of the Oakland Independent, was awarded second place by the contest judges. The next specimen from the Benson Times, is an attractive creation, but rather too fanciful in typography, particularly with regard to the use of the old English text for the signature; Exhibit 10, from the Kenesaw Sunbeam is what I would call a good ad, strong, simple and serviceable, but not so pleasing, perhaps, as the one given first place; No. 11 is a fine example of Caslon

Diamonds, Watches,
Clocks, Jewelry
Silverware and Cut Glass
We give the best values for the money. The quality of our goods is the very best and our service always satisfactory. Your patronage will be merited.
WATCH US GROW
"Brodegaard Jewelry
OMAHA Stores" Inc. NEBR
250 BRANCH STORES IN IOWA AND NEBRASKA

No. 7

simplicity from the Grand Island Independent, but is rather too rigid and monotonous, with the regrettable underscoring of the secondary


"BRODEGAARD
JEWELRY STORES"
INC
Omaha, Nebraska
250 Branch Stores in Iowa and Nebraska
Diamonds, Watches, Clocks, Jewelry, Silverware and Cut Glass
We give the best values for the money. The quality of our goods is the very best and our service always satisfactory. Your patronage will be merited
WATCH US GROW

No. 8

Diamonds
Watches, Clocks, Jewelry, Silverware and Cut Glass
We give the best values for the money. The quality of our goods is the very best and our service always satisfactory..... Your patronage will be merited
250 Branch Stores in Iowa and Nebraska
WATCH US GROW
Brodegaard Jewelry Stores, Inc.
Omaha, Nebraska

No. 9

mass and the omission of the quotation marks; the omission of the required punctuation and the superfluous underscoring of the main display are about all the faults I detect in Exhibit 12, which is from the Fairmont Chronicle; No. 13 is a beautiful piece of work, from the Benson Times, showing exceptional skill, but the ad, as an ad, is overdone; we have a specimen of great strength and legibleness in No.

WATCHES, CLOCKS
JEWELRY AND SILVERWARE
DIAMONDS AND CUT GLASS
250 BRANCH STORES IN IOWA AND NEBRASKA
We give the Best Values for the money The Quality of our goods is the Very Best and our service Always Satisfactory. Your patronage will be merited
WATCH US GROW
BRODEGAARD
JEWELRY STORES, INC.
OMAHA, NEBRASKA

No. 10

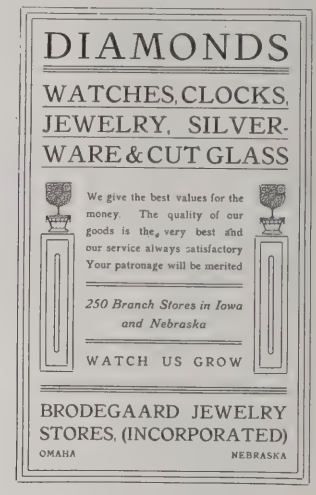
BRODEGAARD
JEWELRY STORES (Inc)
OMAHA, NEBRASKA
WE GIVE THE BEST VALUES FOR THE MONEY
DIAMONDS
Watches, Clocks, Jewelry
Cut Glass and Silverware
The Quality of our Goods is the Very Best and our Service Always Satisfactory. Your Patronage Will be Merited
250 BRANCH STORES IN IOWA AND NEBRASKA
WATCH US GROW

No. 11

14, from the Omaha Trade Exhibit, but the important (?) quotation marks are missing and the artistic element is not very conspicuous; Specimen No. 15, from the Gering Courier, is a highly pleasing thing typographically, but remarkably erroneous in display; that Brodegaard has "250 branch stores in Iowa and Nebraska" is of very little importance in his advertising, or, at least, of not enough importance to occupy the main display lines. Otherwise I greatly admire this specimen. I can see no reason for insisting upon the quotation marks in the signature line, unless it was done to test the skill of the contesting compositors, for, as a rule, there is nothing more awkward to handle nicely in an ad than these punctuaions. I am not surprised that a number of the compositors omitted them. I would have been tempted

BRODEGAARD
JEWELRY STORES
[Incorporated] OMAHA, NEBRASKA
Diamonds, Watches, Clocks, Jewelry, Silverware and Cut Glass
We give the best values for the money The quality of our goods is the very best and our service always satisfactory Your patronage will be merited
250 BRANCH STORES IN IOWA AND NEBRASKA
Watch Us Grow!

No. 12


DIAMONDS
WATCHES, CLOCKS, JEWELRY, SILVERWARE & CUT GLASS
We give the best values for the money. The quality of our goods is the very best and our service always satisfactory Your patronage will be merited
250 Branch Stores in Iowa and Nebraska
WATCH US GROW
BRODEGAARD JEWELRY STORES, (INCORPORATED)
OMAHA NEBRASKA

No. 13

to do so myself, had I been in their place. As a yearly feature of the Nebraska Association's affairs, these ad-setting contests ought to be fruitful of great benefit to the lads who are setting the ads for Nebraska newspapers. A better understanding of that which is proper in advertisement composition will be inculcated

BRODEGAARD
Jewelry Stores
INCORPORATED
Omaha, Nebraska
250 Branch Stores in Iowa and Nebraska
Diamonds, Watches, Clocks, Jewelry, Silverware, Cut Glass
We give the best values for the money. The quality of our goods is the very best and our service always satisfactory. Your patronage will be merited.
WATCH US GROW!

No. 14

Watch Us Grow
250 Branch Stores in Iowa and Nebraska
The quality of our goods is the very best and our service always satisfactory.
Diamonds, Watches, Clocks, Jewelry, Silverware and Cut Glass
We give the best values for the money. Your patronage will be merited.
"Brodegaard Jewelry Stores"
Inc., Omaha, Nebraska

No. 15

among members of the craft, and this will simultaneously lend improvement to the displayed columns of the state press. It is an idea worthy of adoption by other state press associations.

✧ ✧

Chilton, Wis., July 15, 1914.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sir:—Under separate cover I am with this mail forwarding to your address a mailing tube containing a four-page circular which we set up and run (the four

pages at one time). Tried as much as possible to set each page in a different series. One of the dealers (Arps) has a sale twice a year (in July and January)—thinking the sale might be improved upon he induced the shoe man, the harness man, and the hardware man to go in with him and get out this "joint-circular" These business houses are situated in the immediate neighborhood of one another (two on one side of the street and two on the other)—and neither business place being more than one door apart—so you see the hardware, clothing, shoe, and harness business will be attracted to one special spot for two weeks. I mail you this circular and tell you of the plan so you might "tell it to others" through your valuable journal, the "N. P.-J." The Chilton Times is still on the list of subscribers and we are always glad when the mail brings the latest copy.

It has been some time since you had any specimens from this office, and in looking over my circular you'll notice I am trying to keep going" along the lines as you dictate in the columns of the "N. P.-J."

Hoping not to inconvenience you in any manner, I beg to remain.

Yours fraternally,
JOHN N. HUNTZ.

These four big page ads from this skillful Badger State compositor make a very interesting and welcome contribution. We hear a good

Leading Clothier and Furnisher Chilton, Wisconsin

CHAS. X. ARPS

Leading Clothier and Furnisher Chilton, Wisconsin

SIXTEENTH SEMI-ANNUAL

CLEARANCE SALE

Begins Saturday, July 18th

Ends Saturday, August 1st

Between and including above dates we will offer our entire stock of Men's and Boys' Clothing and Furnishings at very low prices. The money you will save by buying at this sale will surprise you. Goods exchanged and money refunded if not satisfactory. Special attention is being called to the low figures on Boys' School Suits.

Men's and Boys' Hats, Caps and Gloves

Men's Suits

Men's and Boys' Dress and Work Pants

Boys' Suits

Knickerbockers

Straight Pants

Clearance Sale of Men's Fancy Vests

Suit Cases

Dress and Working Shirts

Clearance Sale of Men's Fine Neckwear

Men's Cravenettes & Auto Accessories

Children's Wash Suits

Men's and Boys' Hosiery

Remember this sale will continue for Two Weeks Only—from Saturday, July 18th to Saturday, August 1st included

Miscellaneous Items Picked at Random

Underwear

Men's Umbrellas

SPECIAL: All Working Shirts, Extra Sizes and Lengths Included, at 39c

CHAS. X. ARPS, Chilton, Wis.

No. 16

deal nowadays as to the value and advantage of co-operation, but I do not know as I have ever before seen it practically applied to advertising; but that thus applied it becomes quite as practicable and beneficial as when applied to anything else, is at once apparent. Surely by combining these four Chilton mercantile establishments—the shoe dealer, the clothing house, the hardware store and the harness man—must have succeeded in attracting a larger crowd to town than they possibly could have done by having their sales independently and on different dates. Brother Huntz handled these big ads in his characteristically serviceable style, and his idea of endeavoring so far as practicable, to give each page an individuality of its own by seeing each one of them in a separate series, was commendable. In Exhibit 16 may be seen the Arps ad, Mr. Arps having been the originator of the co-operative advertising idea in Chilton. It is a pleasure to learn that the Chilton Times force find pleasure and benefit from their perusal of the National Printer-Journalist.

✧ ✧

Minonk, Ill., July 9, 1914.

O. Byron Copper, De Soto, Wis.

Dear Sir:—The National Printer-Journalist came this afternoon, and after looking over some of the front page specimens, I have decided to roll you up a bundle of my papers from June 11 to July 9th, inclusive, and see what you think of them.

Over three years ago you gave the Dispatch a very complimentary write-up. I purchased the Minonk News last November and consolidated it with the Dispatch, raising my circulation from 1,800 to 2,800 and enlarging the paper from a six to a seven-column quarto. I think we have made some improvements, but of course I realize that more yet can be done.

Very truly yours,
C. R. DENSON,
Publisher News-Dispatch.

Brother Denson's Minonk News-Dispatch is a most excellent weekly. There are several reasons why this is true, as I hope to bring out eventually as I proceed with this paragraph. It is of extreme bigness—seven column quarto, all home print. The news service is of the very best, the field having been thoroughly seined of all news, and the manner in which all this has been put into words is clearly indicative of a thorough knowledge of the newspaper game. I have simply been delighted with the way the News-Dispatch news stories all read, every one of them from greatest to least, having been correctly told, with the same notable care as to diction and details. The straight matter is evidently machined and the impressing is done by a press that is kept in perfect working order, as evidenced by the pleasing print. The fine typography of the front page, (which each week is a duplicate of the last) is truly illustrated by the reproduction which accompanies this review (Exhibit 17). Note the uniformity of the headings and the nicety with which each

line and pyramid is eked out. Nor is this all that is praiseworthy about this specimen: The

The Minonk News-Dispatch.

DEATH ANGEL CALLS REV. CHAS. O'REILLY

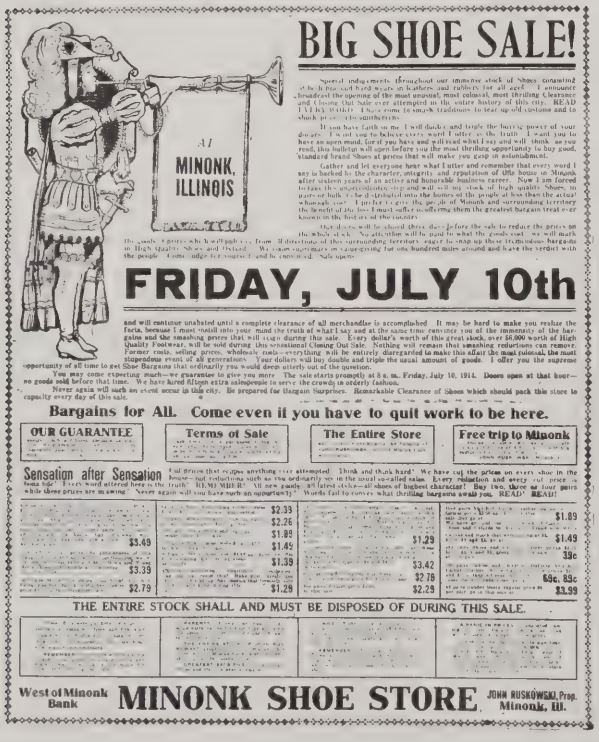
ELEMENTS AT WAR ON TUESDAY NIGHT

LATE COUNTY COURT NEWS FROM EUREKA

FILGER LIBRARY TO BE A REALITY SOON

No. 17

advertisement composition, too, is well executed. For instance, take this big ad shown in reduced form as Exhibit 18. Note the neatness


BIG SHOE SALE!

AT MINONK, ILLINOIS

FRIDAY, JULY 10th

Bargains for All. Come even if you have to quit work to be here.

OUR GUARANTEE | Terms of Sale | The Entire Store | Free trip to Minonk

Sensation after Sensation

THE ENTIRE STOCK SHALL AND MUST BE DISPOSED OF DURING THIS SALE.

West of Minonk Bank MINONK SHOE STORE JOHN RUSKOWSKI, Prop. Minonk, Ill.

No 18

with which it has been constructed. In fact, there is but one respect in which the News-Dispatch does not measure up to this department's standards, and that is in point of mechanical makeup. The larger ads are generally hoisted to the page tops, and the displayed spaces are as apt to appear on the left-hand as on the right-hand side of the pages, which, of course, hadn't ought to be so. However, there are few newspapers in which one will not find more than this to complain of, and therefore congratulate Brother Denson on the success of his and his force's efforts toward making a newspaper that is rather worth while.

* * *

Plymouth, Ind., July 6, 1914.

O. Byron Copper, De Soto, Wis.

Dear Mr. Copper:—Under separate cover I am sending you copy of our last issue of The Republican, and we ask your opinion of our front page make-up. Frequently we have three double-column heads for the front page, as we have in this issue, and our question is: Where is the best location for the third large head? Could the arrangement of the matter have been readjusted to improve the general appearance?

Enclosed is also copy of one of our ads, as run. We have enjoyed your criticisms in the past, and have profited from suggestions of yours, Mr. Copper, and I know you will be free to make any suggestions for further "improvements."

Thanking you heartily for past favors, I remain,

Cordially yours,
RALPH W. POLK,
Foreman The Republican.

The Republican, the front page of which is being shown herewith as Exhibit 19, is a bright,

THE WEEKLY REPUBLICAN

BOURBON METHODISTS DEDICATE NEW CHURCH

HORSE THIEVES LEAVE LOOT TO ESCAPE POSSE

FURIOUS WINDSTORM DOES MUCH DAMAGE

CHICKEN THIEVES GET AWAY WITH TWO COOPS

HORSE AND BUGGY TAKEN

HOKE RELATIVES MEET NEAR TWIN LAKES SUNDAY

BOOSTING GOOD ROAD ON MICHIGAN HIGHWAY

ROOSEVELT ATTACKS WILSON AND PENROSE

WEST VIRGINIA DRY STATE AT MIDNIGHT

No. 19

well-printed sheet, all four of the big seven-columned pages being created in the home

office. The mechanical makeup of the first page is very well done; but, it would be well at times when the matter runs in such a way as to indicate or necessitate the use of them, instead of making the three double-column heads, to make one of them a triple-column head, thus enabling a balance, which has been so conspicuously sought after in this page reproduced. The columns of the Republican are evidently filled with machine-set type, and, if I mistake not, this weekly is made up of matter used first in daily editions. As a natural result, the news-service is extensive and thorough, being supplemented with a commendable editorial department. There is an abundance of short locals, besides the many headed stories, and a pageful of country correspondence. Advertising patronage at this particular time of year is light, as is to be expected, nevertheless there are several liberal spaces, all of which have been quite neatly

JULY CLEARING SALE

OPENING DATE Saturday, July 11 to Sat. July 25

FLOX'S

Remember the Date Saturday, July 11 Continuing for Two Weeks

Our immense stock of new, up-to-date merchandise sacrificed during this great sale at a fraction of its former value. Cost and under cost will be the rule during the tremendous Summer Close-Up. Every dollar must be turned into cash and it goes! We'll take the loss if you will take the goods! Fall stocks will soon be arriving and we need the room. The July Clearing Sale represents the very climax of genuine bargain-giving. It's a timely sale that offers more opportunities to secure a dollar's worth than any similar event ever held

Lowest Prices Ever Offered ON MEN'S FURNISHINGS

Notice the Savings ON Ladies' Furnishings

Dry Goods at Cut Prices JULY CLEARING SALE

Special Close Up Prices on Lace Curtains DURING THIS SEMSALE

Lace and Embroideries

Long Gloves

Hosiery

Table Oilcloth, 14c

SUIT CASES, 69c

Ladies' Shoes, Oxfords and Pumps

Men's and Boys' Suits

Children's Dresses

CB Corsets at Reduced Prices

Notions at Half Price

EXTRA SPECIAL

July 11 to July 25

Flox's, Plymouth

No. 20

and serviceably set. The large ad referred to by Foreman Polk in his letter as quoted above, is reproduced as Exhibit 20. It shows strong display and careful treatment throughout. I wish to call attention to the fact, however, that in all such ads a neater and more finished effect is achieved always by enclosing the several columns of price-lists within a panel, as it were, figuring the columns of a narrower measure, and, where possible, allowing greater margins of white between columns.

✧ ✧

Cissna Park, Ill., July 20, 1914.

O. Byron Copper, De Soto, Wis.

Dear Sir:—Under separate cover I have taken the liberty of sending you a copy of the News for criticism. I have been an interested reader of your department in the N. P.-J. for the past six months and must say that I have derived much benefit from your splendid department.

The copy I am sending you is the first issue of the News appearing with a clean front page. I realize that the make-up on pages 4 and 5 could be improved and that some of the ads are very crude, but I have tried to carry out your plan of make-up as closely as possible.

If you care to reproduce our front page, would be glad to buy the cut. But criticise the News, your opinion is wanted and will be received in the spirit it is wanted—your help.

J. R. HELMER.

That Brother Helmer has adopted the clean front page idea is very gratifying, and it is without hesitation that I congratulate him upon his efforts to attain the ideals exploited from month to month through these columns of the National Printer-Journalist. The front page of the Cissna Park News will appear in miniature with this review, and, as this etching will show, the make-up has done a pretty creditable job;

The Cissna Park News

VOL. 9 NO 1. CISSNA PARK, IROQUOIS COUNTY, ILLINOIS, FRIDAY, JULY 17, 1914 $1.00 PER YEAR IN ADVANCE

THOUSANDS VISIT MANN'S BIG FARM

LOYALTY TO OUR COMMUNITY

NEW FEATURE AT TEACHER'S MEET

CONTRACT LET FOR WEST HALF OF STATE-AID ROAD

82 YEARS OF LIFE WERE WELL SPENT

PICNIC DINNER WAS SERVED

GILBREATH'S PLAN IS PLEASING

CAME HERE AS A POOR MAN

CONTRACTOR COMPLETES NEW BRIDGE

SPEEDING AUTO TURNS TURTLE

CAMPAIGN AGAINST DREADED CHOLERA

CISSNA PARK TEAM SHOWED GAMENESS IN LOSS DETAT

LOBSTER AGAIN THE VICTIM IN HUR-A-WAY ACCIDENT

EXHIBITS IN MILLER-SAYLER MURDER TRIAL RETURNED

LAIDA CHURCH NOTES

No. 21

nevertheless I shall endeavor hereby to offer a suggestion or two with the aim to help improve it: In the first place, it would have been preferable to place the "Loyalty to Our Community" article at the top of the two central columns, with an article at the column-top to the left of it similar in head and size to that which appears in the column immediately to the right. In the three-line inverted pyramid sub-heads it would be better to separate the lines with two-point leads. By the way, a very pretty face has been selected for these heads, and I approve of the perfection in evidence in point of the uniformity of style and length of line. The aim to achieve ideal results in the make-up of the inner pages

of the News is evident, and some of the ads, as for instance that one of the Adjustment Sale of the Chicago Store, show some ability. The compositor should always exercise care, however, to see that he has a greater margin of white space at top and bottom (and at either side, too) than between lines in a mass of type enclosed within a panel. That I may keep in touch with the progress which I feel sure this sheet is destined to make, I hope to be favored with future copies of it. (Exhibit 21.)

✧ ✧

An attractive publication is the Barnesville, Minnesota, Headlight, a six-column quarto on ready-prints, by Colby Bros. This attractiveness is due to the neat and artistic mechanical make-up, as illustrated in the reproduction presented herewith (Exhibit 22) and by the very original and unique title, which will also be visible in the picture of the front page referred to.

The Barnesville Headlight

AND MOORHEAD INDEPENDENT Consolidated

VOL. 23 BARNESVILLE MINNESOTA FRIDAY JULY 17 1914—8 PAGES NO 42

CHAMPIONS CRUSH FARGO PICKETTS IN EAST GAME BY LANDSLIDE OF SCORES

THIS STORY IS NOT FISHY

Where the West Begins

ERRONEOUS POTATO REPORT

MOORHEAD PRESIDENT WANTS SCANDINAVIAN FARMERS TO HOLD LAND

SLOAN'S INVESTIGATION SHOWS INCREASE PRICE ON AGRICULTURAL NEEDS

SUCCESS OF "THE BEGGAR PRINCE" OPERA RESULTS IN RETURN ENGAGEMENT

PORTIN OR GLASGOW MUST TWIRL ALL NATION GAME TO SATISFY SUPPORTERS

THERE WAS NOTHING DOING

SMALL PAY, STRIKE STAGED

FIRST URGENT CALL FROM FIELDS FOR HELP HEARD MONDAY HARVEST IS ON

SPENT $3,344 IN PRIMARIES

SEVENTEEN MEN TO GIVE UP POSTS AT ROUNDHOUSE TONIGHT BUSINESS DULL

Man Who Fired Theatre At Ortonville Sentenced

STRIKE WOULD BE FELT HERE TEACHERS EXAMINATIONS TO BE HELD AT MOORHEAD NORMAL SCHOOL JULY 27

RAILROAD NEWS EPITOMIZED

SEES HEAVY FALL BUSINESS

No. 22

There are not many home weeklies that take the time and pains to head their matter up as tastily as the Headlight has it, but in view of the favorable impression which it makes on the average reader, I dare say it pays to do so. Mechanical make-up of other pages in this sheet are quite as creditable as that on the first page, and, withal, I find the Headlight a very creditable little paper. Dana T. Colby is the editor of the firm and his column of short paragraphs is a credit to his wit and wisdom. The splendid pageful of short locals comes in for their share of my admiration, also, and on the last page are a commendable lot of news letters from surrounding vicinities, all combining to make the Barnesville Headlight as excellent in fact as it is in appearances. Ad composition has too much superfluous brass rule dashing and underscoring in it to be first-class, but it is strong and bright, and the presswork is excellent. As a closing word I must praise the creditable way in which the editor of this paper tells his news stories. There is evidence of carefulness and interest in the work, without which no workman can succeed.

✖ ✖ ✖

Winnebago, Minn., August 14, 1914.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sir:—I take considerable interest in your criticisms of the newspapers sent you, and accordingly mailed you one of ours yesterday. Go just as far as you like with your criticism; you can't hurt my feelings any. I am used to it.

We are publishing a twelve-page all-home-print weekly in a town of about 1,700, and the copy mailed you is one of the ordinary run of editions. No effort was made to "doll it up" for you. I do all the editing and reporting, as well as looking after the business management, and it keeps me busy.

If you are ever out this way, would be glad to have you call and see us. We have a modern building, 27 x 100. The back shop is lighted by several windows and three big overhead skylights.

Sincerely yours,

F. E. HADLEY.

Bless you, Brother Hadley, you need not have told me that you are used to criticism—you are a country editor and so am I. Surely no other man in the community gets more of it, as a rule, than he who makes the home newspaper; though often this is very unjustly so. It is not possible for one in any other calling to do quite so much for the community in which he lives as it is for the editor of the home newspaper; yet not everybody in the community realizes this truth. I sometimes think, too, that the smarter an editor is, and the more wide-awake he is in the conduct of his business, the more plentiful and more severe will be those of evil mind and envious heart who are against him. Fortunately, this is not true of all communities; but it is true of some. I hope, however, it isn't true of Winnebago City. If anyone there or elsewhere is hurling adverse criticism against Brother Hadley as a newspaper-maker, they are unjust, for the copies of the Enterprise lying here before me are such as to prove him a highly skillful and efficient editor. As intimated in the foregoing letter, the Winnebago City Enerprise is a big publication—twelve pages, all-

home-print. To hustle copy enough to fill these every week, with good, live, readable stuff is no small task, and that Brother Hadley does it well, I have no hesitancy in attesting. His news-stories are exceptionally well told, and even his "short locals" are written with care as to words and expression. But above all is praise due his editorial page, wherein I find veritable gems of wit and wisdom, filling two

JOB PRINTING WINNEBAGO CITY ENTERPRISE ALL THE NEWS

VOL. XXII WINNEBAGO CITY, FARIBAULT COUNTY, MINNESOTA, AUGUST 7, 1914 NO. 13

HERE AND THERE AROUND THE COUNTY

COUNTY BOARD WORKING OVERTIME

MINOT NEWELL VICTIM OF SHOTGUN ACCIDENT

Pulled Shotgun From a Buggy, With Muzzle Towards Him Loved Almost Twenty Minutes. Was Young Man of 22 Years

SUNDAY SCHOOL WORKERS TO MEET

PICKED UP FROM EVERYWHERE

WILL TRY TO LOCATE A MILL

PUBLIC SCHOOL WILL OPEN MONDAY

No. 9

columns. These prove their author to be a most skillful paragrapher. Mechanically, the Enterprise is praiseworthy for the maintenance of a clean front page, which is very well made up, as the accompanying reproduction (Exhibit 9) will show. A little more care should be taken, however, in writing the headlines to see that both lines in the stair-step couplet are of more nearly the same length. An opportunity for improvement is in evidence in the mechanical makeup of the balance of this sheet, which shows an apparent lack of method. In the main the advertisement composition is creditable, the greatest fault of the compositor being a failure to allow sufficient margins of white. Of course, the Enterprise pages are all nicely Linotyped and well impressed. I can easily believe that Editor Hadley is kept busy fulfilling duties as outlined in the above letter, and he may rest assured, if I ever become blessed with the time and means to afford travel, I shall surely call upon him when my journeyings lead me toward Winnebago City. By the way, in closing, with his 27x100-foot modern building, why cannot Brother Bradley add something of value in this department's present discussion of the all-important subject of efficient shop arrangement? I am sure we should all be glad to hear from him.

✧ ✧

Oneida, N. Y., August 14, 1914.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sir:—For some time I have been reading with a great deal of interest your department of Newspaper Criticisms in the National Printer-Journalist. Inasmuch as you invite inquiries I take the liberty of sending you under separate cover, copies of our last two editions. Would greatly appreciate your criticism and suggestion. Am young in the newspaper business, having only been actively engaged in it since August, 1911.

Thanking you in advance for any suggestions you may care to give.

Respectfully,
LEE W. McHENRY.

The Oneida (N. Y.) Democratic Union immediately impresses one with two first ideas—its bigness and its prosperity, the first of which is apparent in its eight seven-columned, all-home-printed pages, and the second, by its

Conniff & Toher

August Oxford Sale

This is the second week of our popular big Oxford Sale. Our customers are surely showing their appreciation of this wonderful opportunity for money saving. New bargains for this week are:

$1.00 $1.95 $1.95

$2.65 $2.65 $1.45

$2.95 $2.45 $1.45

47c 59c 79c

GET YOURS TODAY

CONNIFF & TOHER

No. 10

Linotype dress and its well patronized advertising columns. Illustrations form one of the strong features in this publication, both issues at hand having several, both on the front page and on other pages. The later copy (that of August 13) presents the most pleasing mechanical makeup in its initial page. One undesirable feature I notice in several instances is the abbreviation of various words in headlines, in order to make them "come out right," which is a thing I dislike. The double-deck headings are in the main pleasing, although they could be improved by giving more care to the equalizing

of the length of the first two lines of each. I am struck at once by the abundance of the contents of this sheet, which offers its readers a most liberal news service. Editorial work throughout is first-class, the department of editorials proper being particularly replete with merit, and the advertisement composition, too, is well executed. This latter statement is true, however, only in instances, some of the ads showing unskilled treatment. An excellent advertisement specimen is this one (Exhibit 10) taken from the issue of August 13th. Here we have an example of intelligent display and proper massing; but on the same page is an ad of the same size and shape, which is crowded to death, and because of this, is extremely unattractive. The best thing makers of this big publication could do, to improve the sheet, would be the adoption of this department's ideal method of mechanical makeup, as so clearly outlined in this department for last June's National Printer-Journalist. The abundance of room afforded in a paper of this size and character offers an ideal opportunity for an attractive mechanical makeup, as any true make-up artist can appreciate, and I hope to see an improvement in this respect in the Union within the near future. The Union carries the union label and is a member of "The Select County Weeklies of New York State." It is published by the Luke McHenry Estate, with Lee W. McHenry as editor, and is in its sixtieth year.

✧ ✧

Columbia, Tenn., August 20, 1914.

Mr. O. Byron Copper.

Dear Sir:—We enclose you several issues of The Democrat, for your inspection. You understand newspaper work, and just criticism may at times prove a lesson for both improvement and a cure for carelessness and oversight in the rush of work. The National Printer-Journalist is a fine publication in both typography and presswork; force and ability likewise being reflected in the articles, both miscellaneous and general, in its pages; of course the editorials showing for their excellent worth.

Fraternally,
LYNCH & E. C. PERRY.

This Maury Democrat of Columbia, Tenn., is a specimen I remember having reviewed before. That was some time ago—perhaps a year ago—I cannot tell just now. Nor am I able to say precisely what I was moved to write during my examination at that time. This is the result of a lack of system which I often regret with reference to my work on this journal, which is done aside from my daily practical newspaper work, which combination of circumstances does not afford me the time to perfect a system of reference by which I might at any moment turn to past criticism of any publication making a second appearance. I remember, however, that I was struck favorably with this Maury Democrat, because of its excellent and abundant news-service, but I cannot tell now whether advice for improvement which I may have offered in the past has been adopted or not. It seems to me that the makers of the Democrat might greatly improve the appearance of their sheet, particularly of the front page, although, in a word, just how this is to be done cannot clearly be told. In the first place, the title line is pretty well worn and damaged, suggesting a new one; and I would like an opportunity to get at those slogan and date lines—I believe I would find a way to simplify the aspect at the top of this page. I disapprove of a double "date-line," anyway. Suppose the period at the end of the title were sliced off, spaces between the three words reduced somewhat and a neat box panel set in at either end of the title. In one of these boxes one could put "Twelve Pages—All Home Print" and in the other "Just and Reliable—Gives the News." I would prefer the date-line in a smaller face, and a nonpareil is quite sufficient space between such a line and the two head rules above and below. By eliminating the word "subscription," the volume and number could easily be arranged in the same end of the line, whereupon the slogan might be inserted in the other end of the line; or this might even be possible without the elimination of the word suggested, but merely by abbreviating the words New Series and running the slogan in two lines of nonpareil, to the right of the series number, to correspond to, and balance with, the rates of subscription in the right-hand end of the line. Then in the matter of makeup of the balance of the page, it is always better to open the columns alternately with headings, rather than to have every column opened with a heading of the same kind, and by the use of boxed articles, the variety of headings now in use, illustrations, etc., a very attractive result is possible. In the matter of the mechanical makeup of the balance of the sheet, I have often outlined the ideal method in these columns, and am a little grieved to note that so modern a sheet in point of news gathering and editorial work, has not already adopted it. There is a considerable lack of art in the advertisement composition in this paper, too, although at times the compositor, by following along simple lines, achieves some very creditable effects. The idea of the generous displayed "cards of thanks" by the successful candidates, after election, is a new one to me, and might be successfully suggested and worked in other fields.

Estelline, Texas, August 31, 1914.

Mr. O. Byron Copper, De Soto, Wis.

Dear Sir:—I am inclosing, in separate wrapper, several copies of The News.

The News is published in a very small town and, as you will note, draws considerable support from other places.

I enclose blotters in this letter, which attracted attention—got some business.

Will be pleased to have you criticise both papers and advertising in the National Printer-Journalist.

Yours truly,

JERRY DALTON.

Few printers there are who are not familiar with the old saying that one can judge a man by the sort of stationery he uses, and so firmly do I believe in the truth of this saying, that I invariably judge my correspondents that way—particularly my printer-correspondents, with whom, it may reasonably be taken for granted the sort of stationary they use is a matter of choice. Now, all this is merely for the introduction of the fact that the letter last quoted above was written on a nice bond head, with a very tasty heading—the fine, clean combination giving me unconsciously a very favorable opinion of Brother Jerry Dalton. His blotters con-

Special Gift Sale

Saturday June, 13 — **2 Big Free Gift Days** — Monday June, 15

Free With Each Dollar Purchase

A Pair of 8 in. Patent Tension Shears 50c
or, Quadruple Plate Bon-Bon Bowl 50c

Shaving Stick 25c FREE—Talcum Powder 25c	Hirshtone Hair Tonic 50c FREE—Shampo 25c
Nyal's Face Cream 25c FREE—Nyal's Soap 10c	Nyal's Toilet Soap 10c FREE Balsm 5c
Nyals Fly Poison 5c FREE—Baloon 5c	Nyal's Hair Tonic $1.00 FREE—Nyal's Shampoo 25c
Fine Tooth Brush 25c FREE—Tooth Powder 25c	Rexall Skin Cream 25c Rexall Talcum Powder 25c Both for 25c
Mintholine Balm 25c Harmony Face Powder 25c Both for 30c	Grandpa's Soap 10c Bottle Grape juice 10c Both for 15c

Free with each 25c Purchase—15c Dust Cap. Only one to each person

GRUNDY DRUG CO.

No. 18

tain some clever little verses, more or less of the comic order, and, as they belong more distinctly to the "More Work Through Publicity" department of this journal, than here, I am passing them on to Brother Woodworth, who is better able to do them justice. And, to resume the thread of thought, which we were pursuing before I referred to the blotters, if you cannot accurately judge a printer-man by his stationery, you surely ought to be able to judge an editor by the kind of paper he gets out—and, after having looked over this bundle of copies of the Estelline News, I still think Brother Jerry Dalton is all right. His paper is a neat little five-column quarto, and it is a very good little paper, extremely well gotten up in the way of contents, with a creditable amount of news and a bright department of editorials. Typography is very high grade, both in point of faces and the way they are used, the same degree of good taste as in evidence in the notehead alluded to above, being apparent in every column. That Brother Dalton is a man with the courage of his convictions, also, is evidenced by a little squib which I read in one of these papers, being the brief account of the loss of his very wealthiest advertising patron, due to the fact that he had printed some plate matter pertaining to the farmers' union. At the close of this account Brother Dalton courageously says:

"The News may lose financially—if other advertisers prove equally narrow—may even lose its existence; but, so long as it retains its present ownership, it will not lose its independence."

The News is well printed, and how well it is gotten up each week may be pretty accurately

NEWSPAPER LITERALISM. EXHIBIT No. ____

The Estelline News

VOLUME V — ESTELLINE, HALL COUNTY, TEXAS, SATURDAY, AUGUST 29, 1914 — NUMBER 15

AGAINST JAIL PROPOSITION

Tax-Payers Preparing Large Petitions Against Jail Proposition.

SENTIMENT UNANIMOUS

LABOR DAY—(PA'S HOLIDAY)

NATIONAL CONVENTION

Farmers' Union Delegates From Everywhere Meet At Fort Worth.

LARGEST ATTENDANCE.

LOCAL ITEMS

Carey Chronicles.

No. 19

surmised after I have shown one of the ads (Exhibit 18) and the first page of the latest edition (Exhibit 19). I hope this may not be the last visit from this bright little paper, whose editor proves himself a very clever writer of editorial paragraphs. He gets off some pretty rich ones, of which the following are samples:

"One thing that makes us hate the knocker is that so many of the hateful things he says are so."

"Perhaps one reason the way of the transgressor is so hard is because it is beaten down by the heavy travel."

BUSINESS NOTES

This Department is conducted for the benefit of advertisers, and expresses their claims and views

ONE OF AMERICA'S SUCCESSFUL MANUFACTURING COMPANIES

The annual report by President Phillip Dodge, of October 20, 1914, makes a very gratifying showing for the business of the Mergenthaler Linotype Company for the fiscal year ending September 30th, and contains statements that deserve the attention not only of the people but the law-makers and the administrators of the American Government, as follows:

The net gain for the year from all sources was $2,547,849, and this after making all proper charges for depreciation of plant, tools and materials in stock, for bad and doubtful debts, and for the other losses which attend every complicated business of magnitude.

Directly and through its affiliated foreign companies and agencies the Mergenthaler Linotype manufactures in four countries, and does business throughout the world.

American companies have always been at a great disadvantage as compared with European companies in the extension of their business into foreign countries, because of the lack of an American merchant marine, American banking facilities abroad and a proper consular service—all of which are highly developed by other leading countries, such as Germany, England and France. The business of this company has been extended only by the most diligent effort and most careful study of foreign conditions, needs and customs.

In its numerous forms, designed to meet different conditions and demands, the Linotype is used in every civilized country and for every class of printing from the reading matter, display heads and miscellaneous advertising matter of newspapers through the range of job printing, the field of high-class periodicals, and the book field from the cheapest popular editions to the most artistic and costly editions de luxe.

Seven hundred and seventy-five offices have been added to the list of Linotype users during the year. The capital stock of the company is $12,799,600.00, and there is a surplus fund of $7,636,117.06.

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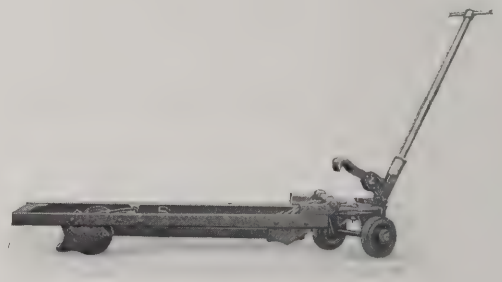
"BARNHART SPECIALTIES"

A booklet, with the above title, shows a large variety of Barnhart Brothers & Spindler manufactures, including electric-welded, silver-gloss chases; steel side and foot sticks; all-steel make-up or transfer trucks; all-steel self-adjusting trucks; form rollers and form trucks; brayer rollers; superior chase locks; steel composing make-up rules; type line gauges; news sticks; galley locks; all brass galleys; steel furniture, and other appliances and devices necessary in all complete and well ordered printing offices.

The illustrations and descriptions are amply informing and prices are given. It goes without saying that the booklet is typographically artistic and correct. The cover is in green cover stock, with title embossed and printed in red. It is a convenient booklet to have at hand from which to order goods.

MILLER TRUCK A GREAT TIME SAVER

Attention is called to the trade of a new all metal lever truck made in three sizes with a capacity up to 3,000 pounds, now being introduced by the Miller-Incline Co., New York, originators and inventors of a truck system for transferring paper from one department to another at the least cost of operation.



All Metal Lever Truck

This new model is 7½ inches from the floor when down and rises 2½ inches. The mechanism of the truck is operated by the handle, which rises, locks and lowers at one operation. The company has made arrangements

Original Screw Truck

with a leading manufacturer to make all the trucks either with lever or screw mechanism in large quantities, maintaining the same quality and workmanship as formerly.

Under this arrangement it is possible to sell them at a very low cost, either style being the same in price. This will enable the smallest to the largest plant to operate the Miller system, which has proven profitable to plants installing their system. Elsewhere in this issue the company announces on a full page the price of the trucks and its advantages.

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INTERTYPE EXHIBIT AT TYPOTHETAE MEETING

One of the most attractive and most talked of exhibits ever made by a manufacturing concern, was that of the INTERTYPE at the Waldorf-Astoria Hotel, during the meeting of the United Typothetae and Ben Franklin Club.

The room was the famous Gold Room on the second floor, with panels and mural decorations that are famous the world over. This room has been the scene of many notable gatherings and was referred to by hundreds of visitors as "the most beautiful composing room in the world."

Four machines were displayed, the Model A, the new Model B double-magazine, together with two rebuilt

Linotype machines known as Model Y and Model Z. Linotype users were particularly interested in the reconstruction of old Linotype models as shown in the Model Y double Magazine machine. Every visitor expressed some wonder that the simplicity of the mechanism employed on this machine had not been devised and put in practice years ago.

W. H. Stubbs, the famous speed artist, was demonstrator for the occasion, and again showed the remarkable smoothness of INTERTYPE machines when running at the rate of twelve to fifteen thousand ems per hour.

Among other things attracting attention was a working model of the new style universal ejectors used in the Model B; the simplicity of the mechanism was a marvel to machinists and operators familiar with the methods heretofore used in accomplishing change of ejectors.

The new spaceband box was also displayed and demonstrated to the satisfaction of all. The feasibilities and possibilities of the Dictaphone in connection with machine composition was also demonstrated; this is a phase which is now being developed and of which we will hear more later on.

Manager Montgomery, of the Chicago agency, reports closing up of several orders on Model B, and such a lot of inquiries regarding reconstruction of old Linotype machines into the Model Y, as to keep him busy indeed. Mr. Montgomery announced to several prospective purchasers that two interesting additional equipments for INTERTYPE machines would be ready inside the next sixty days and would be announced at that time, one of them opens up an entirely new field, while the other is an improvement over what has heretofore been used in that particular line.

The illustration on this page of the exhibit does not do justice to the subject, owing to its necessarily circumscribed size, but a general idea was given of the beauty of the room, and the attractiveness of the exhibit.

* * *

The connection of Mr. Robert Hoe, of the R. Hoe Company, with the Duplex Printing Press Company, of which he has become president, emphasizes as would scarcely anything else the high standing among presses of the Company's Manufacture. It is claimed for their Metropolitan Tubular Plate Rotary Press, of which mention has previously been made, that running at the **same rate of speed** as other rotary newspaper presses, carrying the **same number of plates,** it prints and delivers precisely **double the number of papers per hour.**

The explanation of this remarkable result lies in the fact that in all other rotary presses each stereotype plate is **out of contact with the web** one-half of the time, and therefore **printing only half the time,** while in the Tubular Plate Press every plate is **in contact with the web and printing all the time.**

The Tubular Plate is the greatest invention relating to rotary presses in the last half century.

Nearly one hundred of these presses are now in daily

operation in important newspaper establishments in this and other countries. **There are absolutely no complaints** from any publishers using them, but, on the contrary, frequent expressions of **enthusiastic approval.**

Heretofore the Tubular Plate Press has been built only two pages wide, and has not, therefore, been adapted to metropolitan offices. The Duplex Company has now completed the first double width or four-plate wide machine, adapted to newspapers of the **largest circulations,** and announces to all newspaper publishers that they can now furnish these presses occupying no more space than present machines, costing no more to operate, but more simple and convenient in every way, which, running at the same speed, and equipped with the same number of plates, will give **just two papers to one as compared with the presses now in use.**

The Company cordially invites all publishers to visit the factory and see the press in practical operation and examine the product.

In this connection it is interesting to note the following comment on the Tubular by Mr. Oscar Roesen in his recent resume of printing press development:

"**Although improved in many ways for accessibility and practical purposes, the press**" [speaking of newspaper presses in general] "**is about the same today as it was many years ago.** * * *

"**A new and novel feature,** however, has been introduced in the printing press by Henry Bechman of Battle Creek. His idea of using a **single Tubular plate** instead of the stereotype plates in use at present, which only cover one-half of the plate cylinders, is certainly an **improvement and a radical change** in the construction of the press."

No publisher contemplating a change in presses should fail to fully investigate this remarkable new machine.

* * *

PLAINFIELD AND THE SCOTT PRESS WORKS

It is always a pleasure to visit Plainfield, N. J. It is a handsome city with handsome buildings and attractive homes, with well-kept lawns, fine shade trees, excellent streets, and shows prosperity and thrift on every hand. The city has been made famous to all printers and publishers as the home of the Walter Scott & Co. The factory in construction and arrangement is worthy of the city.

Mr. Walter Scott was an expert pressman in Chicago and his great inventions were aided by actual knowledge as to all that was needed in a press. By the way, it is very appropriate that Mr. Scott's portrait is shown in the memorial window, in the honor of printing, in one of Chicago's public schools, recently dedicated.

The factory of Walter Scott & Co. makes a great variety of presses for printing and newspaper offices of all sizes from those required in the smaller towns to those used in the Metropolitan cities. The "Ideal Press," shown on page 759 of this issue of the National Printer-Journalist, is designed especially for daily and weekly newspapers in the smaller towns and cities. The facts that such offices are now showing great enterprise and prosperity, and demand the very best, have not been overlooked. No expense has been spared to make this press truly "ideal" and the very finest machine that can be produced for the best work required, with a speed of eighteen hundred an hour.

The press, shown in the advertisement, will not only print a six-column quarto newspaper but do good job printing as well. It has rack and screw and table distribution, tapeless delivery, safety gripper motion and air chambers. All adjustments can be made accurately and quickly. The Scott Company builds these presses in large quantities and hence is able to sell so perfect a machine at a very reasonable price.

Read the advertisement, send for a descriptive catalog and be convinced of the superiority of the Scott presses. Get informed now and then make your purchase accordingly. It will do you no harm and may help your chosen publication if you mention the National Printer-Journalist when you write.

* * *

"TYPE WAS MADE TO READ"

The above was the caption of a very brief talk, in a handsome folder, on heavy linen paper used to call attention to the exhibit of the Mergenthaler Linotype Company, at the recent U. T. and F. C. of A. convention in New York City. The invitation, beginning with a very handsome initial "F," in red and gold, was as follows, continuing from the heading as a part of the paragraph:

"For that reason you are not only cordially invited to attend the working exhibit of our Multiple Magazine Linotypes, in the Myrtle Room, at the Waldorf-Astoria, during the United Typothetae Convention, October 5, 6, 7, and 8, 1914, but to examine Prize Winning Specimens

of work produced in the regular course of business and other examples demonstrative of the quality and versatility of the Linotype."

The "working exhibit" was well worth examination, as were also the "Prize Winning Specimens."

* * *

VISIT TO DUPLEX PRINTING PRESS WORKS AT BATTLE CREEK

Returning from the great New York convention, we enjoyed a short stop-over at Battle Creek. A visit to the plant of the Duplex Printing Press Company proved, as ever, very pleasing. In approaching the building, the flower beds, rich in the deep autumn bloom, attracted our attention. Entering, the interior showed a neatness and a harmony of arrangement in accord with the pleasing prospect, beauty and cleanliness outside.

We had the pleasure of meeting Mr. I. L. Stone, chairman of the board of directors, who was just preparing for departure on a trip to New York City. He took time to show us through the machine shops. He called attention to the recent re-arrangement of the heavy machinery for greater convenience and efficiency. These machines had been installed from time to time, as the establishment had grown, and a scientific arrangement was found advisable.

Mr. I. L. Stone organized the Duplex Printing Company, and for nearly thirty years was its President and General Manager. He has recently surrendered the presidency to Mr. Robert Hoe, but still retains his full financial interest in the company, being the largest stockholder and chairman of the board of directors.

Mr. Robert Hoe has purchased a large share in the company and removed to Battle Creek. The following are the present officers of the company: I. L. Stone, Chairman Board of Directors; Robert Hoe, President; Arthur Pack, Vice-President; I. K. Stone, Secretary; A. F. Beachman, Superintendent. Mr. Beachman has long been with the works and his ability as inventor and builder of presses is known throughout the trade. He is the inventor of the tubular stereotype.

TABLE OF CONTENTS

NOVEMBER—1914

	Page
Business Notes	814
Fiftieth Anniversary, A.	797
God's Gentleman	796
Hallenbeck-Hungerford Building	802
In Interest of the Greatest, Most Instructive, Enjoyable and Profitable Convention of the N. E. A.	801
Model Newspaper Plant—New Building of the St. Joseph News Press	798
Newspaper Criticisms	803
Printing Crafts Association Dinner	797
Resolutions Adopted by the 1914 Convention of the United Typothetae and Franklin Clubs of America	791
Routine Report of the United Typothetae and Franklin Clubs Convention with Retrospect of the Membership and Proceedings of 1888 in New York City	778
Service	780
Sewing Machine (for Cloth) and the Cost of Its Product, The.	792
Subscription and Advertising Rates and Collections	796
Unprecedented Interest and Attendance at Convention of Typothetae and Franklin Clubs of America	767
Visiting the Children's School Farms in New York City	790

INDEX TO ADVERTISEMENTS

	Page
Acme Staple Machine Co.	760
American Embossing Co.	818, 822
Argus Pressclipping Bureau	823
American Type Founders Co.	761
Barnhart Bros. & Spindler	761
Barnes-Crosby Co.	756
Books on Printing, Standard	820-821
The Buckie Printers' Roller Co.	758
The Buckie Printers' Ink Co.	758
Butler Paper Co., J. W.	753
Denham Costfinding Co.	764
Globe Eng. & Electrotype Co.	760
Goss Printing Press Co.	766
Hamilton Mfg. Co.	757
Houghton Mifflin Co.	764
International Typesetting Machine Co.	Cover, 4th page
Johnson Mfg. Co., C. I.	754
Keystone Type Foundry	818
Levey Co., Fredk. H.	760
Megill, E. L.	818
Mergenthaler Linotype Co.	755
Miller Incline Truck Co.	763
O'Donoghue, Albert	823
Okie Co., F. E.	824
Pacific Printer and Publisher	822
Queen City Printing Ink Co.	762
Raithby, Lawrence & Co., Ltd.	822
Roosen Company, H.D.	Cover, 2d page
Rouse & Co., H. B.	819
Royle & Sons, John	823
Scott & Co., Walter	759
Sheasgreen, Ed. E.	764
Syracuse Smelting Works	819
Typo Mercantile Agency, The	764
Wanner Machinery Co.	819
Wants and For Sale	818
Weekly Printing Trade News	823
Wood & Nathan	765

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reachthis office not later than the 20th of the month preceding date of publication. Cash must accompany order . .

A COLD SIMPLEX STEREOTYPING OUTFIT, $19 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage, for literature and samples. HENRY KAHRS, 240 East Thirty-third Street, New York.

THE VAN BIBBER ROLLER CO., 426-428 Elm St., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

REBUILT TWO-REVOLUTION PRESSES—Six column quarto size, $550; seven column quarto size, $650. Description furnished on application. C. FRANK BOUGHTON, successor to Van Allens & Boughton, 17-23 Rose Street, New York.

FOR SALE—AT BARGAIN—New Monona Leverless Type A, receding bed press for newspaper and poster work. For price and description, address Wisconsin Foundry and Machine Co., Madison, Wis.

WEEKLIES—You need the Foster Service, designed by and for weeklies only; hundreds of publishers now using it; $3 a year; four months' trial for $1; money back if wanted.—Foster Service, Assumption, Ill. tf

ART CALENDAR BACKS!

WALL POCKETS! ART BLOTTERS!

FANS! RULES! NOVELTIES!

PICTURE, PAPER & PRINTED SPECIALTIES

Buy your wholesale supplies direct of the Manufacturers and Importers First hands tipped to you for Everything in Advertising, Souvenir and Premium Goods." Free Buyers' Information Service. We will tell you where to obtain anything you are in need of in *your* field, or *ours*.

The Novelty News, 336 Quincy Street, Chicago

$2 a year; 20 cents a copy; *No Free Samples.* Subscribe today and get 92-page book, "The Premium System of Forcing Sales: Its Principles, Laws and Uses" **FREE!**

Bargains in Printing Presses
FOR SALE

FOR SALE—Three-deck press, prints 4-6-8-10-12-14-16-18-20. 24 pages. Overhauled and rebuilt. Will sell at very low price-THE GOSS PRINTING PRESS CO., CHICAGO ILL

FOR SALE—Four-deck press, prints 4-6-8-10-12-14-16-20-24 28-32 pages. Will be overhauled and rebuilt. THE GOSS PRINTING PRESS CO., CHICAGO, ILL.

FOR SALE—One Flat Bed Perfecting Press, prints 4-6-8 pages. Will be overhauled and rebuilt. THE GOSS PRINTING PRESS CO., CHICAGO, ILL.

Printers' Ready Reckoner

Shows at a glance the stock used on job work, the quantity of stock required for jobs of from 50 to 100,000 copies, the quantity of paper needed for 1,000 copies of a book in any form, from octavo tc 32 mo, with other valuable tables. Fourth edition, enlarged. Price 50c.

NATIONAL PRINTER - JOURNALIST
STATION X - - CHICAGO

ENGRAVED Cards & Wedding Invitations

OUR PRICE LIST SHOWS 92 STYLES OF ENGRAVINGS FOR SOCIAL & BUSINESS PLATES AND DIES, GIVES PRICES ON CUTTING DIES AND EMBOSSING ALL COMPLETE SO YOU CAN EASILY FIGURE OUT YOUR ORDERS. ALL PRICES QUOTED ARE SUBJECT TO 40% DISCOUNT TO THE TRADE.
AMERICAN EMBOSSING CO., 192-94 SENECA ST., BUFFALO, N. Y.

Printer's Account Book

A TIME AND MONEY SAVER

200-page book, 1,000 jobs, $3.50; 400-page book, 2,000 jobs, $5
The book measures 11¾ by 15¾ inches

NATIONAL PRINTER-JOURNALIST : CHICAGO, ILL.

QUICK ON

Megill's Patent
SPRING TONGUE GAUGE PINS
$1.20 per doz. with extra tongues.

Megill's Automatic Register Gauge

automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan.
Only **$4.80.**

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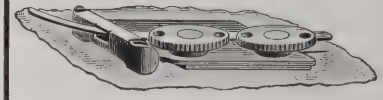
VISE GRIP



Megill's Patent
DOUBLE-GRIP GAUGES
$1.25 set of 3 with extra tongues.

Steel Ad Frame K-259

Keystone Steel Equipment

Reduces Labor Cost Through the Elimination of Lost Motion

Is Sanitary and Fire Proof; greatly increases the Efficiency of workmen by having needed material convenient for use without unnecessary steps

KEYSTONE TYPE FOUNDRY

Philadelphia New York Chicago Detroit Atlanta San Francisco

Steel Ad Frame K-259

THE SYMBOL OF MERIT

"Let us make this phrase a symbol of merit; let us use it with utmost discrimination; let its interpretation be more than its literal meaning; let 'Made in America' become the symbol for the best in the world."

Such is the meaning of 'Made in America' as applied to

Stanley Process Type Metals

The conscientious work we put into the manufacture of Stanley Process Type Metals is reflected in the beautiful work they produce.

PRICES FOR NOVEMBER, f. o. b. N. Y.

Linotype	7c
Intertype	7c
Standard Monotype	8c
Nonpareil Monotype	10c
Combination	7½c
Stereotype	7¼c
Electrotype	5c

"Prices subject to market changes."

Syracuse Smelting Works

147-153 Jewell St., Brooklyn, New York

When you are buying new devices or material look for the nameplate—

"ROUSE"

You will always see it if you demand the very best equipment that it is possible to buy.

Here are a few of the Rouse Time Savers:

Lead and Rule Cutters
Line-Slug Cutter
Universal Blocks
Register Quoins
Graduated Galleys
Newspaper Bases
Rouse Paper Lift
Mitering Machine
Rouse Job Sticks
Register Hooks
Iron Bases
Form Trucks
Composing Rules
Telescopic Line Gauge

H. B. Rouse & Co.

2214 Ward St. Chicago, Ill.

Guaranteed Machinery

DRUM PRESSES.

16x21 Hoe, tapeless	$ 300	28x42 Fairhaven	$ 350
17x22 Potter, tapeless	350	25x40 Cottrell, tapeless	525
17x22 Potter, tapeless, trip	425	28x42 Prouty 5 Quarto	350
19x24 Babcock Standard	450	29x41 Cottrell, tapeless	525
24x32 Diamond Hand Power	225	32x46 Potter C	450
24x32 Diamond Power	300	32x47 Prouty 6 Quarto	400
25x35 Potter, tapeless	450	32x47 Campbell, Complete	550
26x39 Cranston, tapeless	525	33x48 Campbell Country	400
33x43 Cottrell, tapeless	550	37x52 Potter 7 Quarto	600

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23x28 Campbell, 2 roller	$ 650	38x55 Potter, 4 roller	$ 750
25x29 Scott, 2 roller	650	36x52 Potter, front delivery	650
25x35 Cottrell, 2 roller	650	32x42 Century, 4 roller	1200
27x40 Swink, 2 roller	1000	32x44 Babcock Optimus	1400
29x41 Miehle No. 4	2000	33x46 Cottrell, front delivery	1200
29x43 Campbell, 2 roller	725	38x50 Campbell, 4 roller	750
30x42 Miehle, Front Fly	1200	39x53 Miehle No. 1	1450
44x60 Potter, 4 roller	900	39x53 Miehle Perfector	2650

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8x12 Chandler & Price	$ 105	4 x 6 Automatic Card Press	$ 80
8x12 Challenge	95	10x15 Thompson Colts, N. 2-A	225
8x12 Baltimore, with T-off	55	11x17 N. S. Gordon, with T-off	120
8x12 Ben Franklin Gordon	75	11x17 Liberty, with T-off	120
10x15 Chandler & Price	160	12x18 Chandler & Price	200
10x15 Chandler & Price, lg. ftn	170	12x18 Challenge	175
10x15 Challenge	140	13x19 N. S. Gordon, with T-off	155
10x15 Imp. Prouty, ftn. 4 rol.	180	13x19 Thompson Colts, N. 3-A	400
10x15 Gordon, S. & Lee, T-off	120	14x22 Colts, No. 2	350
10x15 Golding, Sm. Fountain	160	14x22 Gally 3-A, box frame	400
10x15 Prouty Imp., with T-off	125	14x22 Gally, 2-A	350
10x15 Golding, with duplex	180	15x21 Golding Art Jobber	400

POWER PAPER CUTTERS.

40-inch Kent Semi-Automatic	$ 250	32-inch Sanborn Star	$ 240
36-inch Dooley Friction Clutch	160	32-inch Challenge Power	240
34-inch Seybold Holyoke Auto.	475	30-inch Advance Power	190
34-inch Oswego Auto.	525	30-inch Champion Power	100
34-inch Chandler & Price	240	30-inch Sheridan Trimmer	100
32-inch Oswego, Hand Clamp	265	Seybold Double Head Trimmer	600

Full and complete list of Jobbers, Drum Presses, Two-Revolution Presses, Paper Cutters, Stitchers, Folders, Perforators, Punching Machines, Motors, etc., mailed on application. Write for Cash Discounts

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The most elaborate and exhaustive volume ever published on the subject. It is a book of the practical kind that is indispensable for pressmen and others having to do with presswork. 164 solid text-pages and many artistic inserts in two and more colors, besides more than a hundred illustrations in one color. Size 8½x12½. Cloth. Postpaid, $4.00.

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By Paul Nathan. Give value and "charge the price" might be an answer to this question; but there is a very complete and comprehensive answer in the book bearing this title. Every progressive printer should own the volume. The book gives full details and information on the highest authority—Experience. It tells how a man made money out of printing—a thing all are anxious to do. 288 pages. Cloth; gilt stamped. Size 5¾x9. Postpaid, $3.00.

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By A. E. Davis. A simple yet thoro method of arriving at cost of production in printing establishments. Fully illustrated with reproductions of the necessary forms in full size. Based upon a wide practical experience. An invaluable aid to the superintendent, manager and employer. 5x7½. 128 pages, 17 diagrams in full size. Cloth. Postpaid, $1.50.

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By Theodore L. De Vinne, A.M. A treatise on spelling, abbreviations, the compounding and division of words, the proper use of figures and numerals, italic and capital letters, notes, etc., with observations on punctuation and proofreading. A volume for the compositor, proofreader, writer, editor, advertising man, and all desiring a knowledge of correct English composition. 5x7½. 476 pages. Cloth. Postpaid, $2.00.

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By Theodore L. De Vinne, A.M. A treatise on the processes of typemaking, the point system, the names, sizes, styles and prices of types. A volume for all who would learn of the history and characteristics of type-faces. Numerous type-faces are shown and the processes of typemaking are illustrated. 5x7½. 403 pages. Cloth. Postpaid, $2.00.

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By Theodore L. De Vinne, A.M. A treatise on typesetting by hand and by machine and on the proper arrangement and imposition of pages. A supplementary volume to "Correct Composition," by the same author. There are illustrated and described the details of composing-room work, including difficult composition, algebra, tables, music, and genealogies. 5x7½. 477 pages. Cloth. Postpaid, $2.00.

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By Theodore L. De Vinne, A.M. A treatise on the styles and arrangements of book title-pages, with numerous illustrations in facsimile and some observations on the early and recent printing of books, including a title-page set in ten styles. A necessary volume for the student of display typography. 5x7½. 485 pages. Cloth. Postpaid, $2.00.

THE INVENTION OF PRINTING

By Theodore L. De Vinne, A.M. A collection of facts and opinions descriptive of early prints and playing cards, the block-books of the fifteenth century, the legend of Laurens Janszoon Coster, of Haarlem, and the work of Gutenberg and his associates; illustrated with facsimiles of early types and woodcuts. 6½x9½. 557 pages. Cloth. Postpaid, $6.00.

NOTABLE PRINTERS OF ITALY DURING THE FIFTEENTH CENTURY

By Theodore L. De Vinne, A.M. Illustrated with facsimiles from early editions, and with remarks on early and recent printing. 9½x12½. 210 pages. Cloth and paper. Postpaid, $15.00.

THE AMERICAN HANDBOOK OF PRINTING

A general review of all the branches of printing written in an interesting and concise manner without the use of ultra-technical expressions. Each chapter is divided into two parts, historical and practical. The book is an encyclopedia of facts valuable to those having to do with printing and is one of the best reference works obtainable. It should be in the library of every studious printer. Over 300 pages, 25 in color, and 182 illustrations. 5¼x7½. Postpaid, $2.00.

PRACTICAL PRINTING

By George Sherman. A book about printing that deals with the working of the plant. Practical advice to the printer who is starting in business, how to make a profit. Starts with a chapter "From Apprentice to Journeyman" and covers briefly all the main points that come under the title of the book. 144 pages. 5x7½. Cloth. Postpaid, $1.50.

HOW TO ESTIMATE ON PRINTING

By Harry M. Basford. This book has been written especially for the printer desiring to learn to do estimating and is also of value to experienced estimate men, employing printers and all who wish to improve their knowledge of modern methods. It is made valuable by the many reproductions of forms and tables that can be applied in the different departments. 5x7½. 106 pages. Cloth. Postpaid, $1.50.

TYPE DESIGNS IN COLOR

A portfolio of more than one hundred full-size type designs, set from actual customers' copy and printed in various two-color harmonies, on fine-quality colored stock. They include cover-pages, letterheads, billheads, business cards, tickets, etc., and are designed for the purpose of being usable, especially in offices where no layout men are employed. The colors are different on each page and should prove very instructive, as they are original and played up to match the papers upon which they are printed. The volume is bound in artistic paper cover. 9½x12½. Postpaid, $1.00.

POCKET GUIDE TO PRINTING

By George Vickers. There are a thousand and one things printed in larger books, but made available in this handy little volume of vest-pocket size. Compiled for the printer, the advertising man and all having to do with the printing trade. 3½x6½. 48 pages. Postpaid, 50 cents.

PRACTICAL BOOKLETS

The Offset Process—From a Practical Viewpoint

By Lee L. Crittenden. Some of the subjects discussed are: Equipment Required; Kind of Work Most Profitably Done; Working Force; Comparison of Offset Printing With Other Methods; Paper and Ink to Use; Cost Figures; The Offset Plant in Small Cities, Etc., Etc. Illustrated with diagrams. 5¼x7. 24 pages. Paper. Postpaid, 50 cents.

Making Ready on Platen Presses

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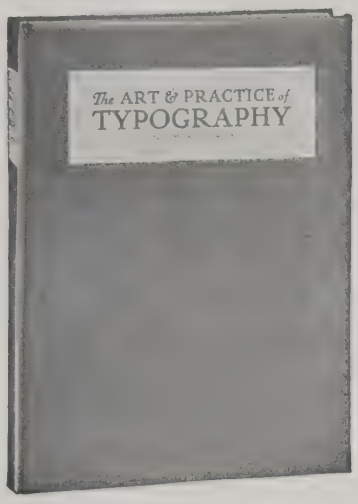

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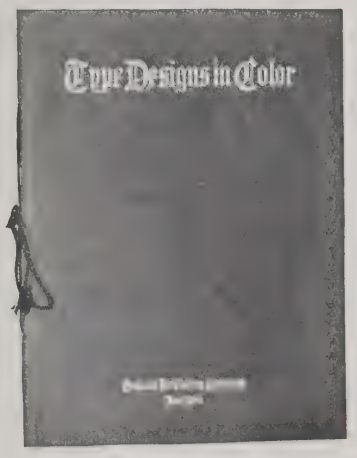

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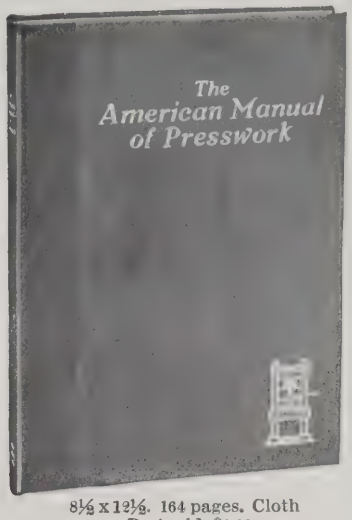

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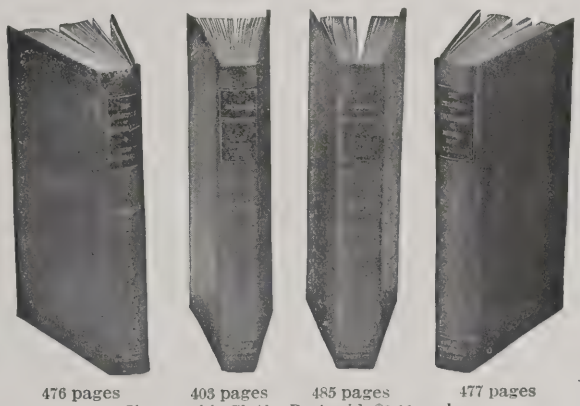

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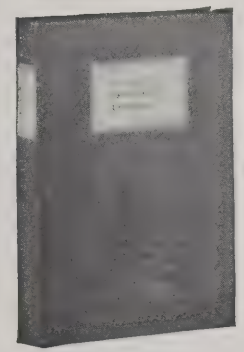

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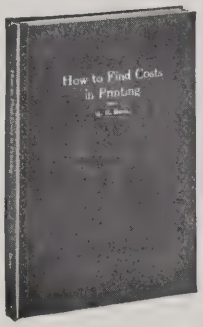

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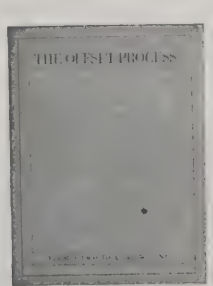

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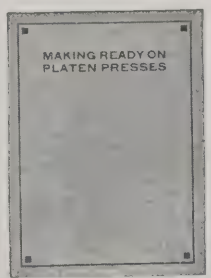

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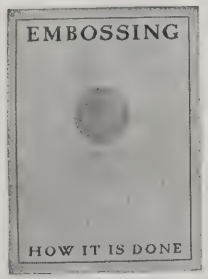

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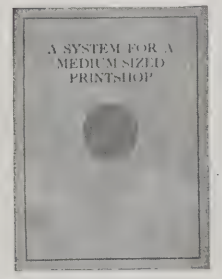

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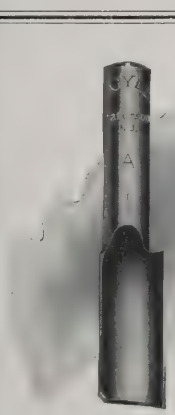

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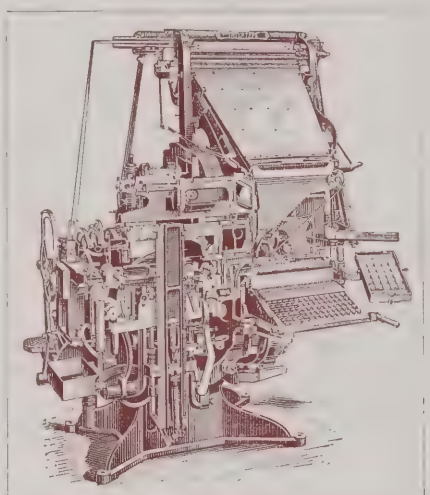

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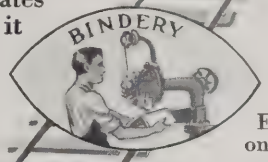

In the Pressroom it gets a severe test. Faulty Coated paper receives its heartless exposure here. In the Bindery, the paper must be free from breaking and tearing tendencies. In the delivery to the customer, it must stand more or less rough handling. While in the advertiser's Stock Room, the elements wield their influence. Paper that was all right when it was printed, may become brittle, lifeless and faded in color. On the other hand, if the paper is properly made, it will go through these operations perfectly and stand the banging around it will get by mail or express and will open up to the recipient in an attractive, presentable shape.

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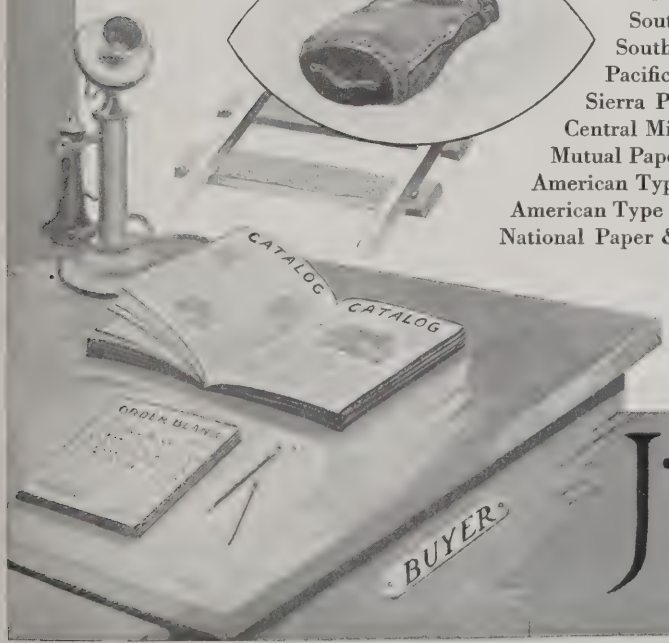
There is a fund of information at your command in the samples and data we will willingly furnish. Our lines of Book and Cover papers, suitable for Catalogs, Booklets, Brochures, Circulars, Mailing Folders, etc., embrace the products of America's foremost mills. "Warren's Standards" and other well-known "Butler Brands" make up our line of Book paper. Sunburst, Buckeye, Advertisers, Cloth of Gold and Antiquarian are among our Cover papers. You can see from this that it is impossible to offer a stronger assemblage of Catalog papers.

DISTRIBUTORS OF "BUTLER BRANDS"

Standard Paper Co.	Milwaukee, Wis.
Missouri-Interstate Paper Co.	Kansas City, Mo.
Mississippi Valley Paper Co.	St. Louis, Mo.
Southwestern Paper Co.	Dallas, Texas
Southwestern Paper Co.	Houston, Texas
Pacific Coast Paper Co.	San Francisco, Cal.
Sierra Paper Co.	Los Angeles, Cal.
Central Michigan Paper Co	Grand Rapids, Mich.
Mutual Paper Co.	Seattle, Wash.
American Type Founders Co.	Spokane, Wash.
American Type Founders Co.	Vancouver, British, Col.
National Paper & Type Co. (export only)	New York City
National Paper & Type Co.	Havana, Cuba
National Paper & Type Co.	City of Mexico, Mexico
National Paper & Type Co.	Monterey, Mexico
National Paper & Type Co.	Guadalajara, Mexico



J·W·BUTLER PAPER COMPANY CHICAGO

ESTABLISHED 1844

Johnsonized Printing Machinery

We always tell prospective purchasers of JOHNSONIZED PRINTING MACHINERY that if they buy one of our machines we are not satisfied until they write us and tell us that they are satisfied with their purchase. : : : : : : :

The Mitchell Gazette

C. W. Downey, Prop.
Mitchell, S. D. Oct. 18, 1913.

I have been waiting a month or so testing out the Scott Two Revolution Press, 38 x 56, which I bought of you early in September.

Your very competent machinist did a most thorough and excellent job in setting up the large press, and I noted what care and painstaking effort was in evidence throughout his work. The first form that we put on under his guidance worked out just as fine as anyone could ask for, and there has been little or no deviation in the work since that time.

Then again, on October 11th, 1914 Mr. Downey writes as follows:

Regarding the second JOHNSONIZED PRINTING PRESS installed in August, 1914, I promised you that I would send you a sample of press work from the Century Press. I am enclosing a job that I run about three weeks ago, and one side of it went through the press three times to test the register, and you can see how well it does it. The Press certainly is doing some splendid work on everything that has gone on it.

Register-Tribune

Ray A. Smith, Pub.
Akron, Iowa October 9th, 1914.

The JOHNSONIZED BABCOCK STANDARD PRESS is satisfactory in every respect and is just as represented, even, in fact, better than I expected. While sold as a rebuilt press, I believe it is every bit as good as new.

State Democrat

E. M. Barker, Pub.
Watertown, S. D. October 15th, 1914.

The JOHNSONIZED MIEHLE PRESS is certainly working fine. We have had no trouble whatever. It is just as represented—as good as new—same as the writer has found several other JOHNSONIZED PRESSES to be that he has purchased from your Company.

C. I. JOHNSON MFG. CO.

THE FIRM OF PRACTICAL MEN

ST. PAUL, MINNESOTA

It is better to buy a JOHNSONIZED PRESS than to wish you had

THIS ADV. SET IN HANSEN CASLON LIGHT-FACE, FULL FACE AND CONDENSED HALF TONE RUNION BORDER

The Mergenthaler Linotype Company

desires to thank its customers for the orders for

1884 LINOTYPES

placed during the fiscal year ended Sept. 30, 1914—the largest number of its machines sold in any one year in the history of the Company.

This unprecedented volume of business is accepted as evidence of the belief of the printing and publishing trade in the superiority of our machines, and we appreciate it as an endorsement of the fair business methods always pursued by us.

In order to merit a continuance of this confidence, it is our aim in the future, as it has always been in the past, to offer the trade the best and most advanced ideas and inventions in composing machinery, and to maintain our reputation as a clean company, doing a clean business, with clean men.

MERGENTHALER LINOTYPE CO.
TRIBUNE BUILDING
NEW YORK, N. Y.

Here Are a Few Barnes-Crosby Ideas Applied To Its Own Business

DURING the past year Barnes-Crosby Company has done more advertising than all the other engraving interests in the country put together.

In newspapers, magazines and by direct mailing of booklets and folders, it has succeeded in doing for itself just what it can do for you and for any man with something to sell.

The pictures which border this page show a part of the folders, portfolios and booklets which have been issued by Barnes-Crosby Company during the past year—to spread the message of good engraving and good illustrating to every advertiser in the country.

We have a small quantity of each of the booklets we have shown which will be sent to you upon the receipt of your request, written on your own letterhead.

Day and Night Service

Barnes-Crosby Company

E. W. HOUSER, President

Artists : Engravers : Catalog and Color Plate Makers

226 W. Madison St., Chicago 11th and Locust Sts., St. Louis

Branch Offices in Principal Cities

Here's a Bindery Table

Proposition That Beats Anything You Ever Saw—an Indestructible All-Steel Table at Very Moderate Prices

These Tables will not get rough after you use them awhile, and will virtually go through fire and water and be just as good as the day you bought them. There is no danger of burning a hole through the top with the glue pot. Glue or anything of that kind which sticks to the top can be scraped off, leaving the surface just as good as new.

The Tables are rigid and strong, and are impervious to all materials used about them. The tops of the Tables are made of the finest smooth furniture steel, 1/8 of an inch in thickness. The legs of the table are of heavy hot-rolled angles and channels. Tables can be furnished with casters if desired.

All Tables are finished in pleasing olive green enamel.

Sizes and prices are as follows:		With Rubber Tired Casters
No. 785	**36 x 72 inches, shipping weight 300 lbs., $22.50**	**$31.00**
No. 786	**36 x 96 inches, shipping weight 375 lbs., $27.50**	**$36.00**
No. 787	**36 x144 inches, shipping weight 475 lbs., $32.50**	**$45.00**

(No. 787 Has 6 Legs. Nos. 785 and 786 Have Four Legs)

STANDARD HEIGHT OF TABLES, 32 INCHES. OTHER HEIGHTS WILL BE FURNISHED UPON ORDER

All Tables are shipped knocked down to insure the lowest possible freight rate.

Illustration of No. 785 Table, 36x72 inches.

Order one of these tables to-day and try it out in your bindery. We predict you will not be satisfied until your bindery is completely equipped with them.

THE HAMILTON MANUFACTURING CO.

Main Offices and Factories, TWO RIVERS, WIS. **Eastern Office and Warehouse, RAHWAY, N. Y.**

HAMILTON GOODS ARE CARRIED IN STOCK AND SOLD BY ALL PROMINENT TYPE FOUNDERS AND DEALERS EVERYWHERE

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer

CONSULT

The Specialists Who Know

The only Credit Book and Classified Directory of the Paper, Book, Stationery, Printing and Publishing Trade and kindred lines

TYPO

18th Year

WILL HELP TO
INCREASE YOUR SALES
DECREASE YOUR LOSSES

RATINGS

MOST CAREFULLY REVISED
and based upon substantiated statements
and ledger facts furnished by the trade.

THE TYPO MERCANTILE AGENCY
GENERAL OFFICES - 160 BROADWAY, NEW YORK

When you are buying new devices or material look for the nameplate—

"ROUSE"

You will always see it if you demand the very best equipment that it is possible to buy.

Here are a few of the Rouse Time Savers:

Lead and Rule Cutters
Line-Slug Cutter
Universal Blocks
Register Quoins
Graduated Galleys
Newspaper Bases
Rouse Paper Lift
Mitering Machine
Rouse Job Sticks
Register Hooks
Iron Bases
Form Trucks
Composing Rules
Telescopic Line Gauge

H. B. Rouse & Co.
2214 Ward St. Chicago, Ill.

Wanted—Printers Machinery and Supplies

To fill the demand from the Pacific West.

The Panama Canal, two World's Expositions mean more population, more printing, more publications—more of everything for new and old plants, for bigger and better plants. Buying will be heavy. NOW is just the right time to advertise in this great Pacific West.

Write today for Sample Copy of the only printers' and publishers' journal published west of Chicago.

PACIFIC PRINTER AND PUBLISHER
440 SANSOME ST., SAN FRANCISCO, CALIF.

HOKE

Wants to Tell You

that pictures made on **Crown Engraving Plates** are exactly suited to newspaper illustrating.

No blurred, imperfect or indistinct lines, no tedious or troublesome chemical processes, no time wasted, but the best, the quickest, the cheapest, the only thoroughly satisfactory method of making cuts.

Used by the largest daily papers, used by weeklies; used in every state and territory; used in every country on the globe. Correspondence with artists solicited

HOKE ENGRAVING PLATE CO.
Patentees and Sole Manufacturers
ST. LOUIS, MO.
European Branch House:
15 Tooks Court, Chancery Lane, E. C., London, England.

A Bed and Platen Press that runs automatically at from 2,500 to 3,500 per hour, and doubles this output by printing two separate jobs at the same time.

$250 DOWN

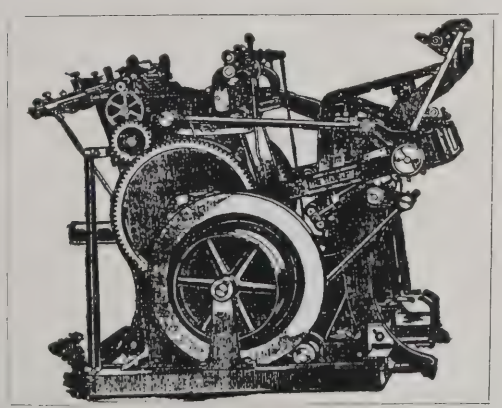
On an initial investment of but $250 in a STANDARD HIGH-SPEED AUTOMATIC JOB PRESS, any office having work enough to keep it *running* ONLY HALF THE TIME, can earn the amount of the deferred monthly payments and a big profit besides.

Thus in fifteen months, this $250 investment would be represented by a $1,750 machine, free and clear, in your plant, and you would have earned a large cash balance besides.

THE STANDARD EARNS MORE THAN THE LARGEST CYLINDER PRESS

THE STANDARD HIGH-SPEED AUTOMATIC JOB PRESS

Write for particulars.

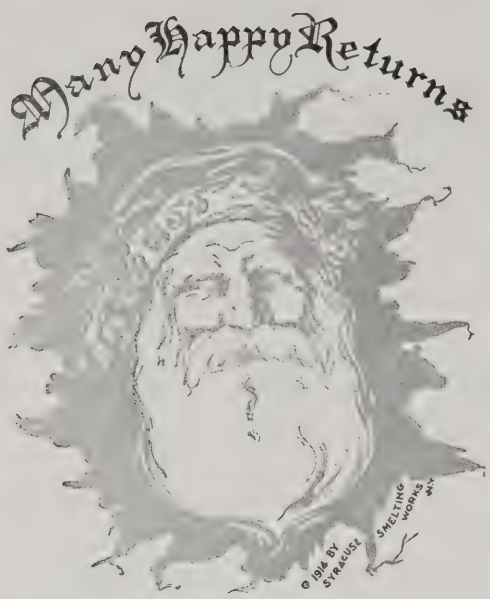


Floor space 4¾x8 ft. Weight 4,200 lbs.

WOOD & NATHAN COMPANY

Sole Selling Agent

30 East 23rd Street, - NEW YORK



BIG

The big increase
in the number of

STANLEY PROCESS TYPE METAL

users, is due to
one big reason

MERIT

TO OUR CUSTOMERS

who can make use of the Santa Claus cut shown here, we will be glad to send one with our compliments. Be a customer now.

Here are the

PRICES FOR DECEMBER F. O. B., N. Y.

Linotype	7¼c
Intertype	7¼c
Nonpareil Monotype	10¼c
Standard Monotype	8¼c
Stereotype	7½c
Combination	7¾c
Typograph	7¼c
Electrotype	5c

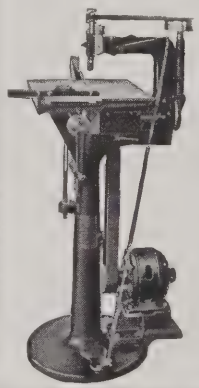
Prices quoted here are subject to market changes.

Syracuse Smelting Works
147-153 Jewell St., Brooklyn, New York

THE BODY-GUARD OF THE COMPOSING-ROOM

For twelve years the Miller Saw-Trimmer has stood as a body-guard of the composing-room, helping the compositors and pressman out in their fight against time, haphazard methods, and lost profit.

The Miller is an ideal fighting machine when it comes to putting to flight the old time-consuming way of justifying cuts, making inside and outside mortises, planing type-high, drilling, routing, beveling, rabbeting, mitering, etc. Reducing all of these operations to an exact sci . Quick acting pica and point gauges. Quick acting vises. Keen edged cutting tools.



No business man can overlook a chance to add 25% to 50% additional composing-room profit to the output of his plant and 100% to the quality of the work.

Drop us a postal for further information. Address

Miller Saw-Trimmer Company
PITTSBURGH, PA.

FRED'K H. LEVEY CO.

NEW YORK

MANUFACTURERS OF

HIGH GRADE

PRINTING INKS

WE make a specialty of Inks for Magazine and Catalogue work. *The Ladies' Home Journal, Saturday Evening Post, Scribners, McClures, Cosmopolitan, Woman's Home Companion, Strand, American, Frank Leslie's Publications, Review of Reviews,* and many others, are printed with Inks made by us. Our Colored Inks for Process Printing, both wet and dry, are pronounced by Expert Printers

THE BEST MADE

FRED'K H. LEVEY, President — CHAS. BISPHAM LEVEY, Treasurer
CHAS. E. NEWTON, Vice-President — WM. S. BATE, Secretary

NEW YORK, 59 Beekman St. — CHICAGO, 505-7-9 S. LaSalle St.
SAN FRANCISCO, 345 Clay St. — SEATTLE, Armour Bldg.

IF YOU BUY THESE

Set in Pencraft Old Style and Pencraft Title

YOU BUY THE BEST---YOU BUY

PERFECTION-QUALITY

Superior Copper-Mixed Type
Borders, Corners, Ornaments
Electric-Welded Steel Chases
Iron, Steel and Metal Furniture
All-Brass Galleys, all kinds
Brass Rules, Leads and Slugs
Metal Leads, Slugs and Bases
All-Steel Tableting Presses

ALL MADE AND SOLD BY

BARNHART-BROTHERS-&-SPINDLER

715-721 S. Dearborn St., CHICAGO, ILL.

ST. LOUIS, MO.—Third and Locust Sts. NEW YORK, N. Y—29 Great Jones St. ST. PAUL, MINN.—310-312 Cedar St.
WASHINGTON, D. C.—1224 H Street, N. W. KANSAS CITY, MO.—710-712 Baltimore Ave.
OMAHA, NEB.—1114-1116 Howard St. DALLAS, TEX.—1102 Commerce St. SEATTLE, WASH.—71 Columbia St.

Boston Wire Stitchers

Of Course!

The prudent buyer, wishing economy in operation, quality in stitching, and volume in production, always selects Boston Wire Stitchers. Bostons have been on the market a dozen years, many thousands are used in all parts of the world, and recent betterments (a short time ago we thought these impossible) have still further increased their excellence and enlarged the already wide margin between them and the next best, if there is any such basis of comparison.

American Type Founders Company

GENERAL SELLING AGENT

Set in Cloister Oldstyle and Cloister Italic Three Point Border No. 303

STANDARD BOOKS ON PRINTING

THE ART AND PRACTICE OF TYPOGRAPHY

By Edmund G. Gress. Fifty large inserts in color—Seven hundred reproductions, mostly in color, of high-class commercial printing by some of America's best typographers—Almost 100,000 words of practical instruction—125 type arrangements designed especially for this book. Size 9½x12½. 250 pages. Cloth. Postpaid, $5.00.

THE AMERICAN MANUAL OF PRESSWORK

The most elaborate and exhaustive volume ever published on the subject. It is a book of the practical kind that is indispensable for pressmen and others having to do with presswork. 164 solid text-pages and many artistic inserts in two and more colors, besides more than a hundred illustrations in one color. Size 8½x12½. Cloth. Postpaid, $4.00.

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By Paul Nathan. Give value and "charge the price" might be an answer to this question; but there is a very complete and comprehensive answer in the book bearing this title. Every progressive printer should own the volume. The book gives full details and information on the highest authority—Experience. It tells how a man made money out of printing—a thing all are anxious to do. 288 pages. Cloth; gilt stamped. Size 5¾x9. Postpaid, $3.00.

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By George Sherman. A book about printing that deals with the working of the plant. Practical advice to the printer who is starting in business, how to make a profit. Starts with a chapter "From Apprentice to Journeyman" and covers briefly all the main points that come under the title of the book. 144 pages. 5x7½. Cloth. Postpaid, $1.50.

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A portfolio of more than one hundred full-size type designs, set from actual customers' copy and printed in various two-color harmonies, on fine-quality colored stock. They include cover-pages, letterheads, billheads, business cards, tickets, etc., and are designed for the purpose of being usable, especially in offices where no layout men are employed. The colors are different on each page and should prove very instructive, as they are original and played up to match the papers upon which they are printed. The volume is bound in artistic paper cover. 9½x12½. Postpaid, $1.00.

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By Lee L. Crittenden. Some of the subjects discussed are: Equipment Required; Kind of Work Most Profitably Done; Working Force; Comparison of Offset Printing With Other Methods; Paper and Ink to Use; Cost Figures; The Offset Plant in Small Cities, Etc., Etc. Illustrated with diagrams. 5¼x7. 24 pages. Paper. Postpaid, 50 cents.

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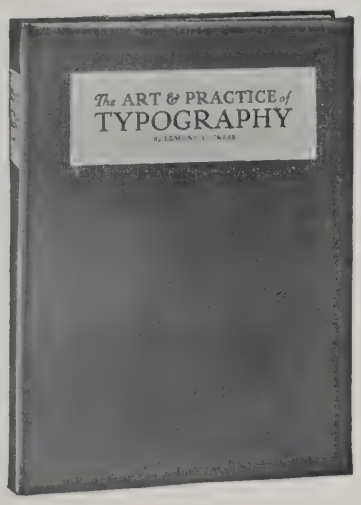
By Charles V. Simmons. The author tells of his experience with a six years' use of a cost system. Illustrated on the pages are Job Envelops; Job Tickets; Record Cards; Pressman's Cards; Ink Cards; Estimate Blanks, Etc., Etc. 5¼x7. 24 pages. Paper. Postpaid, 50 cents.

Send orders to National Printer-Journalist, *Ravenswood Station*, Chicago



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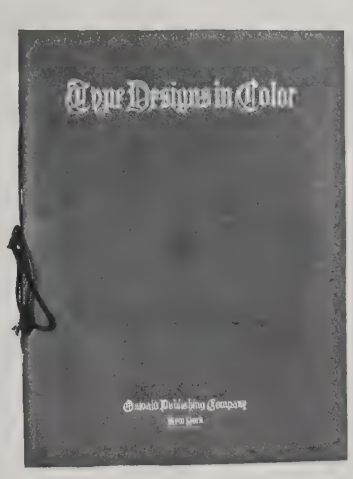

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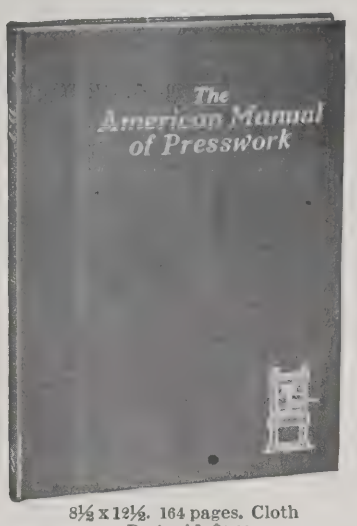

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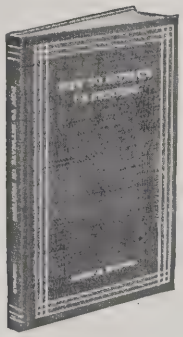

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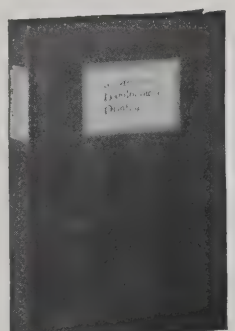

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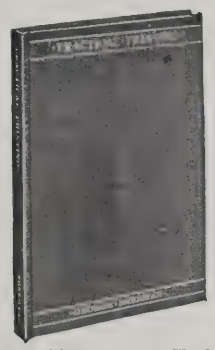

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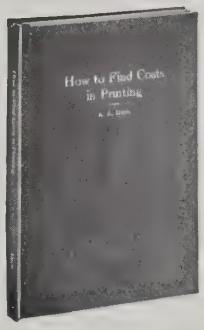

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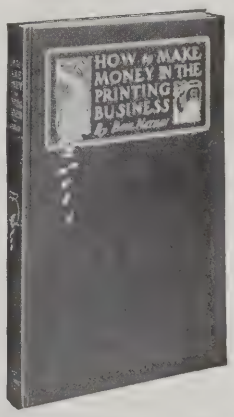

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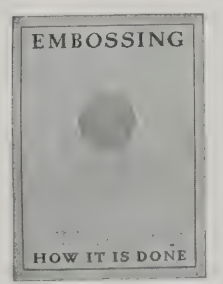

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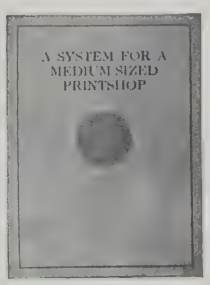

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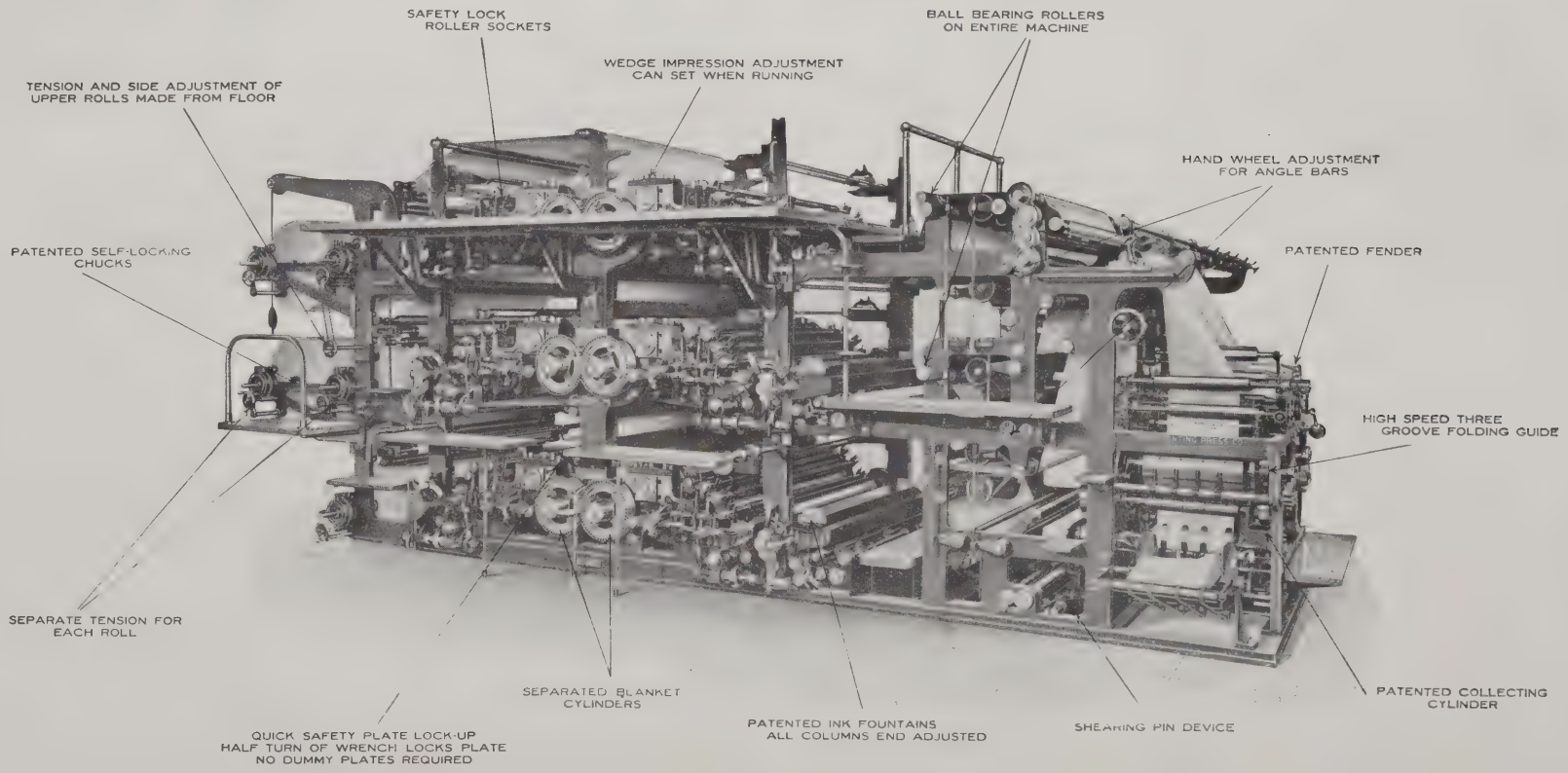
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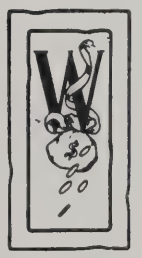
NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

Volume Thirty-Two | Chicago, December, 1914 | Number Twelve

Business Building and Business Builders

How a Great Plant Promotes Efficiency and Inspires Workers With High Ambition

BUILD! "We Build" is the motto of the Baltimore American, one of the oldest newspapers on our continent, dating back 141 years. A splendid motto for a great newspaper. We congratulate General Felix Agnus on having a motto peculiarly appropriate to these destructive times. It is a platform in itself.—Leslie's Weekly.



E heartily concur in the views of Editor Sleicher as to the appropriateness of this motto for a newspaper. With this before us as a text, the ways to build come as the important consideration and, right in line, there is before us a copy of the Jamestown, N. Y., Evening Journal, containing a whole page story as to how a manufacturing establishment of that city builds. A newspaper, like everything else worth while, must build itself up in order to help other institutions or undertakings, men or cities, and the principles of upbuilding and of service are largely the same in all callings, though the newspaper, by its very character, has greater opportunities for building up others and the community, city, county or state, that has any other modern agency, institution or calling.

Instead, however, of enlarging on this thought, theoretically, we believe it will prove more profitable to the readers of the National Printer-Journalist to draw from the thoughts that were presented on the occasion of the gathering of the workers in the manufacturng establishment of the Art Metal Construction Company of Jamestown, N. Y., as given in the Journal.

The meeting had, for one purpose, the affording to the employes of the company an opportunity of becoming better acquainted with E. St. Elmo Lewis, the company's new vice-president and his views and plans, as well as for better acquaintance among themselves and to learn and unite in plans for the promotion of larger measures of efficiency. The workers in the two plants, 1,300 strong, completely filled the Assembly Hall. The Journal says in its account:

The Human Element

The gathering was unique in several ways and marked the beginning of a new epoch in the relations between Jamestown factory management and Jamestown factory employes. Mr. Lewis gave a ringing address in which he talked to the employes in man fashion, asking for the largest possible measure of co-operation on the grounds of efficiency, and making an even stronger appeal to them to do their best in order to enjoy the rewards which always follow work well done. Throughout his address Mr. Lewis never lost sight of the humanitarian side of the relations between employer and employee, the keynote of his entire argument from beginning to end being that the greatest product of the Art Metal Company is not the finest articles turned out in its shops, but the Art Metal men and women themselves.

Prizes for Suggestions

The Superintendent of the factories presided and first, prizes were distributed, cash prizes for valuable suggestions offered by employes during the past six months. There were first and second prizes of $50 and $25 and three prizes of $15, three of $10 and three of $5.

This plan of prizes for useful suggestions is becoming popular. An address was made by Rev. Julius Lincoln of the First Lutheran

Church that was of the right sympathetic spirit and showed himself a clergyman who understood and appreciated the value of men of accomplishment in the world of industry and how valuable such men and their useful, successful work had been to the people and to the city.

It is, however, in the address of the Vice-President and Manager, E. St. Elmo Lewis, that we find the following declarations of principles, of true business philosophy, that are applicable to all industrial institutions and establishments and no less to printing and newspaper making:

"I wish to congratulate you, Mr. Look and Mr. Larson, in having in your employ men so distinguished above their fellows as to be able to command the prizes that they have won. I have had considerable experience with the suggestion idea, and suggestion contests. I was for some time connected with the National Cash Register Company of Dayton, O., where I saw the suggestion system used probably in a more thorough fashion than in any factory in America. I saw a campaign of education, of development of the suggestion idea. I saw it most thoroughly tested out. I saw many of its shortcomings and many of its triumphs, and the net result, after all of the poor things were charged against it and all of the good things were credited to it, was one that caused all the workers to feel satisfied. I have seen the suggestion system in the Burroughs Adding Machine Company, in the Jeffrey Manufacturing Company, and in some of the greatest industrial corporations of America, and it is nothing more nor less, my friends, than an attempt to find out those men who think in an organization.

Getting Men to Think

"I venture to say to you tonight, that if the industrial and commercial organizations of the United States could bring to bear upon their problems, all the brains, and the thought, and the knowledge of all the men that they employ, that we as a nation could reduce the cost of our production 40 per cent with the consequent saving to the people, such as you and I, of a percentage of like proportion. I do not believe I am unduly pessimistic when I say that the greatest work in the world is to get men to think about their work.

Brains and Booze Never Mix

"I have worked for $7.50 a week in my life, and when I was working for that amount of money, I was naturally thrown among a class of people who worked for that amount of money. There was just one man out of the group that I knew then, whom I determined to copy, whom I determined to emulate, and I was fortunate, indeed, in the friendship that came through that contact, because that man taught me one thing that I shall never forget—that was that booze and brains did not mix. For twenty years I have watched it, and I have never seen it mix. The man who has brains, does not booze, and the man who boozes cannot have brains, and that is the sum and substance of what I have found out in twenty years of active business life.

Thought Governs Pay

"The next thing I found out was that a man's payment came almost in direct proportion to the amount of thought and knowledge and learning and skill that he had.

Thinking Manager Thoughts

"A man asked me the other day if a man can make a good suggestion, why it was not possible to make him a manager. I will answer that very simply. There is no reason why he should not be made manager, if he thinks manager thoughts. There is no reason why a workingman should not be a foreman, if he thinks foreman thoughts, but if he continues to think $2 a day thoughts, he cannot get a $4-a-day job. That is the world's final answer to all the question of reward. As a man thinks, so he is. This brings me just for a moment to something that I have thought about a great deal in twenty years.

The Rewards of Faithful Work

How is a man paid for what he does? He is paid in money, which is the reward in hand that society gives him for the work that he does. He is paid in usefulness, because all of us like to feel that we are of some use to the day and the hour in which we live, to the firm which employs us, to the family that we support, that we are some use to those we love, that we can render some tribute and some satisfaction to them. As we progress and become better in our work, we are paid in the consciousness of excellence of the thing we do. There is no man or woman in this audience who does not find a satisfaction in having done a work better than it has been done before, because we are conscious that we have acquired a growing capacity to do the best work in the best way. We are paid in power, which is conscious strength, and power comes of knowledge of the best way in which to do a thing, and a mastery of how to do it. We are paid in independence, a knowledge that we ourselves can stand upon our own feet and are masters of our own destiny. We are paid in honor, and honor is what the world gives us for the excellence of the thing that we contribute to the sum of its production in happiness, in wealth, in skill. And lastly, we are paid in happiness, which comes of a quiet conscience, a satisfied heart, a tranquil mind, and the consciousness of having done that which has made our craft better, our day broader, and placed our world of today, a step beyond the world of yesterday.

"I know that this is true, for I have worked with my hands; I have worked with my head; I have ploughed a straight furrow in a field; I have chopped trees in the forests; I have been down among men in the very depths—I know them and I know what they can do, and I know the springs from which their success comes, and I know the satisfaction that their success endues.

Commended to the Thinkers

"So, I commend you, my friends, to the thinkers who have made this company what it is. These men have read. They have listened. They have seen. They have felt. They have tried and failed—succeeded—and they have known why. They are the kind of men in the past who made this business big. It was the man with an idea who first started metal furniture as a proposition in this country, and in that day, as it is today, he was called a fool; his idea was scoffed at; he was ignored, but he had an idea. He knew it was true; he knew it was right; he persevered; he had initiative and he made it go. If the men who started this business had been afraid of change, if they had been afraid of new ideas, if they had ignored new ideas, there would have been no Art Metal

Construction Company; there would have been no Fenton Metallic Company, and there would have been no business that you and I serve today. If the men of that day had clung to the old way, if they had been men who were always the last to drop an old thing and never the first to accept a new one, there would have been no business of this kind.

Industry, Intelligence, System

"After thirty years of watching men come and go in business, in factories, in sales organizations, in office organizations, I am convinced that 90 per cent of the failures fail because they do not work hard enough, they do not work intelligently enough, they do not work systematically enough. A Japanese proverb puts the whole idea in a single epigram: No man will find the best way to do a thing unless he loves to do that thing.

Enthusiasm and the Initiative

"I like enthusiastic men, because it is the man who is enthusiastic, whose heart, mind, and soul is in his work, who will display that irresistible initiative that is the great quality of all great leaders, such as Napoleon, who while others fiddled over details, he thought and acted, for action, my friends, action, is the distinguishing characteristic of greatness. It was the same of Von Moltke, that man who fought the Franco-Prussian War in 1870-1871. It was the same with Nogi, the great Japanese commander. So you see, my friends, these are the thoughts that occur to me tonight as I think of these men, fellow workers of yours and mine, who have done the exceptional thing and who stand out from the rest.

America Still Pioneering

"This company has a great history. It has done some remarkable things. It has done pioneering, and it is still doing it. I stood the other day out there at the experimental furnace where we were trying out the new Art Metal cabinet, and I saw the enthusiasm of Mr. Look, Mr. Bloomdahl, Mr. Fisher and all of the rest of the men who are interested in this work, and I caught it, could not help it, and when I watched that record go up and finally end when we broke all records on the safe cabinets—eighty-eight minutes it stood that tremendous test of heat—I want to tell you I was proud of the Art Metal men and of the men who could do that kind of work.

"Yesterday I went into the bronze shop. Mr. Look comes down into my office every once in a while and drags me away from the papers and the reports and the kicks and the compliments, the good and the bad things that come to a manager's desk, and he makes me go out and see what you men are doing, not because I have no desire to know, but I am trying to keep my end of the job going, just like you fellows are your end of it. I went up into the bronze shop and I saw the beautiful bronze doors that are being made for that St. Louis bank, and I saw men working at them, consciously, skillfully, carefully, and I marveled at their craftsmanship, and it was borne upon me, more than ever, how much brains and skill enter into our product, and how we should feel proud of it.

Quality Product

"I have had men say to me—Mr. Lewis, now, why don't you just do enough to get by? Why don't you just put enough quality into the work to get by with it, because half of those architects, half of these builders, and half of these owners don't know anything about whether it is good, bad, or indifferent, and we are up against a whole lot of people that don't put as much brains, expense, quality, and labor, and skill in it, as we do. I say to you men now, I go on record, that such a thing will not be done as long as I have anything to do with this proposition. I say it is up to the salesmen of this company to sell the skill, the craftsmanship, the quality of materials, and the kind of work we put out. I don't ever want any Art Metal man to blush for the things that are done in this factory, and I don't want to have to blush for it myself.

"We have things to do—we have better things to do, instead of worse, for I believe in this country today, there is room for an organization that makes quality product in our line, market by an organization of quality salesmen selling the quality goods to a quality public.

"I want to congratulate Mr. Larson on Plant No. 2. It is doing a good work. It is doing it well, and it is going to do more of it, because we have plans now in the making, that I expect fully to see the amount of stock goods doubled within the next year and a half. I expect to see calls and demands made upon Plant No. 2 that will require its extension.

"This brings me to some of the plans for the future. The board of directors of this company has invested a very large amount of money in this organization. They represent it in their person and individual investment of hard cold dollars. They are therefore interested in seeing those hard, cold dollars yield a return.

Making a Better Factory

"My instructions from the board of directors, when I took charge of this company, were to build it up, to build it up in all departments, not simply build it up from the standpoint of a balance sheet, to make some fictitious appearance of profit, but to make a better factory, to put in better machinery, to reduce hazards, to build up the sales organization, to build it up financially, to build up finances, to build up the office organization, to raise the efficiency everywhere, and inside of the next two or three years, to have an organization in its entirety that would be a productive, profitable organization.

Making Men Better, Broader, Stronger

"Now, my friends, we recognize that this is not a thing of a day. We recognize that business is business, but we also recognize that the men part, and I use this in a generic sense, represent both the men and women in this organization, are the greatest product that the Art Metal Company makes. It is not the car load of furniture that is going to make this company great. If this company should ever get to putting the accent on dollars, the size of its factories, the number of machines it has, instead of making men bigger, and better, and broader, more skillful, more satisfied, more enthusiastic, this company's doom is written. A big business, my friends, a really big business, grows big men, grows big department heads, grows big managers, grows big superintendents. Carnegie, no matter what may be our opinion of him for his principles, did one thing that demonstrated that he was a big man. He made forty millionaires. He gave everybody a chance.

Pin Cushion Men

"Now, you can always tell a big man by the fact that he believes fact first, and then he believes in men. You can't be a big man unless you surround yourself with big men. Some men are like a pin cushion, the only thing

they will hold is pinheads, and a pin cushion never did anything. It is a convenience and that is all. Some managers are exactly like that. They only believe in the man who totes to them, who sticks by them, who shows a personal loyalty to them. That man is a crooked thinker. I can always tell a manager or a foreman by the number of men he hires and fires. The hiring of men is the most important thing in a factory. It costs a factory from $3.15 to $19.65 to hire a single man, and it costs from $95.16 to $500,000 to fire one.

"Now, the foreman who is a bad picker is a bad foreman. I don't care what other attributes he has, he is a liability. We all make mistakes. I made one the other day. I promoted a man before he was ready for it. He developed a swelled head inside of forty-eight hours, and then I had to fire him. That was one mark against me. I didn't blame the man. I blamed myself. It was my fault.

Authority to the Man who Knows

"You foremen, you managers of departments, you have to be leaders; you have to have authority, and I tell you now, that the authority in any business, anywhere, flows to the man who knows. It isn't in a title on the door, that all helps, all have their place, but authority lies inside of a man's head and his heart, because leadership goes to the man who can lead, and it goes to the man who knows how to lead. So, formen must be helpers of men, not mere prodders. A foreman must have leadership, knowing how his men can do things, show them, help them, and sympathize with them, make them successful and encourage them to do that which will bring them a reward. I know some men who are mere prodders. They are hustlers—Do It Now men. I watch those men, I watch their record, I watch the men who come and go in their departments, and just as soon as I see men coming and men going all the time, a steady stream of going and coming out, of hiring and firing. I know that man is not a manager, he is not fitted for it, I don't care how skillful he may be; I don't care how long he has been in the business; I don't care what he knows—he is a liability and he should not be permitted to spoil the department.

The Human Factor

"Now, as I tell you that the human factor in business, and in this business particularly is the great factor, and I have already suggested to you some of the things that are in the making for the future of this business, there are some things, my men, that I want to leave in your hands. There are things that you men together, forming the great Art Metal family, can do for yourselves, that I can't do for you, but that the management as represented by myself, Mr. Look, and the other executive members of the organization can help you in accomplishing for yourselves. One of these things is some of the community life that we can have together. I am a great believer in co-operation. I don't believe in paternalism. I believe that the men in the organization and the management should co-operate to get some things for the common benefit.

Business Exists for Society

"For two years I was vice-president of the National Association of Corporation Schools, the members of which employed over 600,000 men, and I had opportunity in that time, to study the workings of different bodies of men, under different conditions. I had many things shown me that demonstrated a remarkable condition going on in America—a growing realization that the man side of industry was the great problem; that business existed for society, and not society for business; that industry existed for men, and not men for industry, and I saw it coming through and developing into the management policies.

Co-operation

"I visited a plant not many miles from here in another state, where the employes had a building and loan association. It was managed entirely by the employes. The only thing that the management had anything to do with, was when it started. They paid the preliminary expenses, and these expenses were afterward refunded by the building and loan association. This building and loan association in a period of five years, has loaned $250,000 to its members to build homes, and these men have simply co-operated for their own common good and have been successful. This same body of men, not much larger than ours, has a co-operative store where they buy things at wholesale prices. They have a mutual aid association, where they help the sick and contribute to the expense of bearing the encumberant. The Burroughs Adding Machine Company, from which place I came to this organization, had a benefit association, small dues, but the association had brought comfort into many a home where sickness or death had entered. The committees in charge in both of these plants worked along similar lines. The committee made investigation. It had its own doctor, retained by the year, and it prevented that type of mean and contemptible loafer who sponges on his more generous comrades when he gets a chance. These men in this plant that I first spoke of, have a restaurant. They recently instituted a dairy and a bakery. Their restaurant serves a meal for 17 cents that you can't duplicate in your own home for less than 30. Co-operation, unity of purpose, a little from each, means big things for all. These things are run by the men themselves, by committees appointed by the men themselves. They have a library to which the firm contributes books. I would like to see a library in our organization—a good one, a helpful one, one that would make men help realize the bigger things. The company will help establish such a library. These people have a series of lectures during the winter, where men are paid to come and lecture—not a large fee, but enough not to make it a charitable proposition. The men pay a small fee, because I believe anything that's worth having, is worth paying for. Put on a co-operative basis, it costs each man a little. If a man won't invest a few dollars a year in his own brains, he mustn't expect his employer to invest anything in them.

Safety First Plan

"I want to see the Safety First movement perfected in the factory along the line that Mr. Look has so ably outlined, and I want to take occasion now to congratulate the fire brigade on the work that they have done. I am proud of it, and so are the board of directors proud of it, because these men have done things for their common good, as well as the organization's good, and there is compensation for every man and appreciation for these men in the fire brigade, because they are doing something to protect you and I, and all of us.

"The Safety First movement is important and vital to your protection. We can have all the protection in the world, as I was saying to the representative of the

state bureau today. We can have fire escapes at every window; we can have fire extinguishers, fire plugs, fire hose, steel walls, fireproof construction, everything imaginable to protect human life, and yet if we haven't drilled into the organization, the sense of self-preservation, the sense of a common preservation, the discipline of thinking what is the right thing to do, and knowing what is the right thing to do in an emergency, these things will go for nothing when the panic of fear enters the heart under a stress of great excitement and a great crisis.

"I want to see the Safety First movement pushed. I want to see every machine protected. I want to see every man in the organization drilled in the hazards of his work. I want him to think what these hazards are. I want him to help teach himself. I would like to see the manufacturers of the city of Jamestown take up the Safety First movement. I want to see them fill this hall with their foremen. I want to see literature distributed to the foremen. I want to see the leaders of the Safety First movement in America brought there to lecture to these foremen, and I want to see the hazards and the accidents in this city, and in our own plant particularly, reduced 50 per cent, and it can be done. But of this I shall speak again in the future.

"Now, my friends, I have kept you longer than I had intended, but there are so many things that enter into what I believe to be so vital for this company's progress, that I do not believe I have encroached unduly on your good nature. I want you to understand the things that are at the soul of the work we want to do.

New Ideas to be Welcomed

"There are new ideas to be injected into this old organization. There are changes to be made. There are outside viewpoints to be considered, and I want to say to you, my fellow workers, now, that just because a thing is new, doesn't argue that it is bad; just because an idea is advanced by a man outside this organization, doesn't mean that that makes it unworthy of your best attention and co-operation. It is so easy to damn a thing with the phrase that 'We have never done that before,' or 'Our business is different,' or 'What does he know about the metal furniture business, he has never been in it?' My friends, it is only the ignoramus that gives those things as a reason why a thing should not be done. I have found, in a somewhat busy life, and a somewhat varied one, that the men who are not up on a thing are generally down on it. I have found men who have never been disturbed in the easy flow of their time and hour, who have made a nice little groove in which they lie down as though they were in a feather bed. These are the men who are the hardest to handle, the hardest to get to do the new thing in the new way that the day requires. Just think for a minute that the outside viewpoint is sometimes the most vital. We get so interested in the work immediately in front of us, we get so interested in the work that is in our office, or our department, we get so used to doing a thing in a certain way, that we resent the fellow who comes along and jars our attention away from that work there and asks us to do it in a different way. We decry against it, and try to fool ourselves. We don't enter into the proposition and make an examination to find out whether it is right or not. We don't find out whether it is true or not, but we make use of some cant phrase, as though we were damning it and we say, 'It was never done before,' or 'This business is different,' or 'What does he know about the metal furniture business?'

Great Changes come from Outsiders

"Why, my friends, all great changes come from the outside. Did you ever think about that? It is true. Pasteur, who discovered the antitoxin for a mad dog's bite, for instance, was not a doctor at all. Bell, the inventor of the telephone, was not an electrician. Morse, the man who invented the telegraph, was a portrait painter. Ingersoll, the man who made a watch for a dollar, thereby making the dollar watch famous, was a farmer. He wasn't a jeweler, nor a watchmaker. Columbus, who discovered America, wasn't a sailor. He was a comber of wool. Cromwell, who gave to England its second Magna Charta, was not of the royal blood, yet he sat upon the throne. The Cambria Steel Company was in the last depths of despair and near to bankruptcy when a mere drygoods merchant took the presidency and made it a great financial success. Napoleon, the conqueror of Europe, was a mere Corsican adventurer, and Garibaldi, who remade Italy, was a plebian, red-shirted workingman.

"Suppose the men who had started this business had asked the men who came to be employed, if they knew anything about the metal furniture business, how many men do you suppose they would have ever got to help them make it the success it was?

"Thus, my friends, I wish you not to ask who he is, or what he is, but ask yourselves—is he right? Don't belittle what he suggests; don't scorn and sneer at him because he hasn't been in this business as long as you have, but just ask 'Is what he says true?'

An Optimistic View

"In closing, I wish just to refer to the times in which we find ourselves, and the future of the business from the standpoint of the wage-earner. The money market has been tight. The demand for our line of product has not been as active as it has been in the past. The sales organization has to put forth twice the effort to get half the result, but, my friends, this business isn't going to the dogs—the United States is not going to the devil, and the demand for Art Metal product is stronger today than it has ever been, but people are not buying because the financial conditions, the uncertainty introduced by the European War are making it impossible for them to finance their desires and their needs. Therefore, they have had to put themselves in the position where they are denying themselves almost everything, scraping along as best they can, waiting for the time when things will ease up—and things have got to ease up.

Big Potatoes get to the Top

"I am an optimist in the American people. I believe in the United States of America, and I believe in the Art Metal Construction Company and its people, its product and its future, or I wouldn't be here. I have cast all that I have got of prestige, all that I have got of standing, all that I have got of mind and energy on this proposition, that this thing is a winner, that it is going to succeed, that it is going to be better, bigger than it has ever been in its history, and I ask you to stand with me. In times like this it puts me very much in mind of what I used to see when I used to drive to market when I was a boy I used to take all the little potatoes and all the big potatoes and dump them into the wagon bed, and I used to notice as I drove from the

farm down to the village over that rough and rugged road like we used to have in the country thirty years ago, that when I got down to the market, all the little potatoes were at the bottom and all the big ones were on the top. And so, when it is rough going to business, I find that all the little salesmen, all the little managers are at the bottom, but all the big men, the steadfast men, the men with courage and conviction, backbone and power, are at the top, breathing the optimism of the day to come.

"So, in closing tonight, I want to give you one little message.

"Your future and my future as men is very much bound together. Many of you can leave tomorrow and find a job in any one of twenty factories, but my work is here. My work is with the foremen, with the managers, with the department heads, and I ask their co-operation. If they cannot get in line with the new policies, I ask them to do but one thing—differ with me honorably, and make the separation one of respectable difference between men. And I say to you men at the bench, in the office, in the factory, in the field, you workers here, remember that only by loyalty to the vision of this business, only by co-operation with the methods and the system of the management, can we ever hope individually or collectively to accomplish results.

* * *

Another Young Man to the Front

Henry B. Hale, the founder, editor and proprietor of the East Hartford, Conn., Gazette, celebrated the beginning of the thirtieth year of the publication by placing his son, Warren L. Hale, in the position of associate editor, and enlarging the paper to sixteen pages.

H. B. Hale founded the paper in October, 1884, and has conducted the same with marked success. He has availed himself of all the advantages of the National Editorial Association and been a constant reader of the National Printer-Journalist. Frequent mention has been made of his successful plans and work in the pages of this publication and he is well and favorably known among the editors of the United States.

His son has been raised in an atmosphere and under influences to make of him an excellent newspaper man. He is one of the bright young men who are coming to the front in this calling as worthy aids and successors of their fathers. To mention no others, here, L. M. White, son of R. M. White, of the Mexico, Mo., Ledger, is another who has been raised under the influence of his father's office, and of the Missouri and National Editorial Associations, and is proving that the calling is to be advanced by the young men who have been to the manner born.

Warren L. Hale is a graduate of the East Hartford High School and was president of his class; attended the Trinity College at Hartford and during the past year pursued the course in law at the Leland Stanford University, California. He and his father rightly judged that a knowledge of the fundamental principles of law and of our free government as among the essentials to an American editor. He has made a study of newspaper writing and given special attention to the requirements of newspaper making.

The Gazette is fortunate in its location and surroundings and the excellent and extensive field on the East Side of the Connecticut River

Warren L Hale
Associate Editor
East Hartford, Conn., Gazette

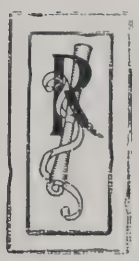
will be enlarged and the general scope of the news extended.

Besides the usual news of local and state matter, the Gazette will now act as a medium in handling the leading current events direct from their source to the reader. Each issue will contain instalments of the latest popular story written by some noted author.

As was noted, at the time, the Gazette moved into a new home in August, 1912. It is of brick construction and well adapted, as it was designed, for the purposes of the paper and the printing business connected therewith—pleasant and advantageous in surroundings and arrangement. The paper is published at $1.50 a year and the issue of November 6th boasted of adding "500 more readers" within the month and prints a list of the new subscribers with their postoffice addresses.

The Present Business Outlook

A Few Opinions from Leading Manufacturers and Dealers



ECENTLY, we wrote to a few representative concerns, in different parts of the United States, for views as to business outlook and conditions, especially as affected by the great World War. The following are among the replies that have been received up to November 20th. The other answers will be published in our January, 1915, issue. On the whole, while the great losses occasioned by the War are admitted, the outlook seems very far from being discouraging. There is no doubt but that the War has tended to awaken leading business men and manufacturers to the broad fields of service and trade, heretofore unoccupied, open to America, and that there has been already a great revival along many lines, with sure promise of still better things. The bad effects of the War are still being felt, especially by those manufacturers who have had large sales in those countries that are now at war. So far as trade is concerned, there are counterbalancing and compensating features that must result in increased manufacturing in this country and in a broadening commerce, yet on the whole, as Mr. H. P. Hamilton, of the Hamilton Manufacturing Co.—that, in common with others in the lines of printers' supplies, printing presses and other machines, have had large sales, in England, France, Germany, Russia, and other countries now at war—pretty strongly states: "With half of the civilized people of the world engaged in a struggle trying to kill each other and in destroying each other's property, we cannot believe this country is going to be particularly prosperous while such conditions prevail." Yet it is an ill-wind that blows no one an advantage, and while all Americans sympathize with the terrible sufferings in Europe, there is work that must be done that the factories and workers of Europe are kept from doing and among other great burdens that the nations at war must pay, will be that of paying for this work or the products thereof, instead of realizing the pay for the work and the profits thereon that under normal conditions would have been theirs:—

F. E. Okie Company

Philadelphia, Pa., November 11, 1914.

Mr. B. B. Herbert, National Printer-Journalist, Chicago, Illinois.

Dear Sir:—Replying to your very courteous letter relative to the future prosperity of this country, I think if one will just give about five minutes to a little summary of conditions there can be only one conclusion. Previous to the war every country which is now engaged in this most deplorable conflict, had both men and machines, some more advanced than the others, nevertheless they all produced according to their numerical strength and ability. One of the factors will be reduced, namely, men, and relatively so will be the machines. As there is no war here we very naturally will have both men and machines.

This brings us to the question of credits. There seems to be a very erroneous impression regarding the financial loss due to this war. Judging by every-day conversation one would think that they were actually using gold for ammunition. Please remember, there will be just as many gold and silver coins after this war as before and I don't know of anyone who would be a better custodian than the U. S. A.

Very truly yours,
F. E. OKIE COMPANY,
F. E. Okie.

C. I. Johnson Manufacturing Co.

Forty-eight and Fifty East Third St.,
St. Paul, Minn., November 18, 1914.

Mr. B. B. Herbert, National Printer-Journalist, Ravenswood Park, Chicago, Ill.

Dear Sir:—We have yours of the 17th. We are probably a little more optimistic than the average of conditions warrant, but our own business is ahead of last year's, or of any previous year, quite a little over 10 per cent, and each month has shown an increase, excepting one, over last's year's business, and from work we have on hand now and prospects, from which we expect to get our share, this will be the biggest year we have ever had.

Conditions in our particular section are governed more by agricultural conditions and the wars of the elements rather than the wars of human beings, and we really see no reason why this section should not be benefited through the unfortunate conditions existing in Europe.

We look for a good healthy business this coming year—nothing spectacular, but based on a solid, conservative basis.

Yours truly,
C. I. JOHNSON MFG. CO.,
Per W. T. Johnson, Sec.

Barnhart Brothers & Spindler

715 to 721 Dearborn Street, Chicago
November 19, 1914.

B. B. Herbert, National Printer-Journalist, 4620 Ravenswood Ave., Chicago, Ill.

Dear Mr. Herbert:—Yours of the 17th received. Optimists though we all aim to be, we, of course, cannot blink the fact that in the printing line, for a year or two past, things have been dull; but about the first of November a rather sudden and remarkable change appeared on the sky-line and business began to open up, not heavily in the large cities but steadily from the country districts and the small cities, and this month business has seemed more nearly normal than we have seen it for many months past. Th day after election two large orders came in to us—one of which had been held for over six months and another for a year and a half. Where printers have been ordering tidbits they

now order in chunks. A lawyer friend once told me that he had discovered that a man could be scared to death for about three days and then he would take anything that was coming to him philosophically. Sometimes in business, commercial and financial matters, the scare lasts longer than three days, but it is evident that the people of the United States have gotten over their scare and I believe from now on business is going to be normal or even better.

Yours very truly,
BARNHART BROTHERS & SPINDLER,
W. H. French, President.

Hamilton Manufacturing Company,
Two Rivers, Wis., November 18, 1914.

National Printer-Journalist, Chicago, Ill.

Gentlemen:—Replying to your letter of the 17th, in reference to business conditions, we take it that you have reference particularly to the printing trade. As you are aware, printers are buying largely for immediate consumption, with little planning for the future. We have found this condition to prevail in other countries where we are selling our goods, and evidently the volume of trade is reduced in these other countries about the same percentage as it is here.

We do not look for any large degree of prosperity in this country or any other countries until the war is over. With half the civilized people of the world engaged in a struggle trying to kill each other and destroying each others' property, we cannot believe that this country is going to be particularly prosperous while such conditions prevail. The world is too closely connected in this day in every way to make it possible for one-half the world to prosper while the other half is in misery. A conservative estimate of the amount of the loss sustained by the people of this little city of 6,000 inhabitants amounts to not less than $100,000. Multiply this by the population of the country and we believe it will give a conservative estimate of the loss the people of the United States have already sustained through the war.

We would like to give you a more encouraging report but this is the way we look at it, and we are basing our views upon actual experience. We believe there will be a larger volume of trade and a general revival of business very likely in the nature of a boom as soon as normal conditions prevail.

Yours truly,
THE HAMILTON MFG. CO.,
H. P. Hamilton.

* * *

Teaching as to Useful Advertising

"Farm and Fireside" of Springfield, Ohio, suggests that apple growers should carry an advertising campaign in the newspapers as the means of promoting this branch of production through increasing the use by teaching the value of apples as a food and enforcing the facts as to their value as promoters of health. Newspapers can render a service by seeking this class of advertising and helping such a campaign of instruction as the patriotic "Farm and Fireside" urges.

"OUT OF PRINT, OUT OF MIND"

The Value of Small Ads as Reminders

At a recent meeting of the Houston, Texas, Ad Club in the Rice Hotel, where the editors held convention last April, Mr. Geo. Smith, the Club's advertising director, made the following among other declarations, alike valuable to newspapers and advertisers:

"It is much better to place small advertisements in a newspaper daily than to expend the same amount of money in periodical advertisements of, say a page, half page, or quarter page size, according to the funds available for the purpose by the advertiser.

"It is as unreasonable to expect to prosper in business without continuous and continual showing yourself to the public in the daily papers as it is to expect to live without eating at frequent intervals." The talk was illustrated by the use of a number of advertisements clipped from Houston newspapers. They were selected to illustrate the contention of Mr. Smith, that care in preparation of an advertisement and in the style of display used is of more importance than position, while persistence in keeping an advertisement before the public is a matter of first importance.

"If an advertiser fails to get results, it is nobody's but the advertiser's fault."

* * *

FROM PRINTERS DEVIL TO EDITOR, AND GOVERNOR OF STATE, IN THIRTY YEARS

Arthur Capper, the Topeka publisher, who has just been elected governor of Kansas by the largest majority ever given a governor in that state, has a rather remarkable history. Just thirty years ago he arrived in Topeka from a country town in Kansas, looking for work. He was then eighteen years old and a stranger to every man and woman in Topeka. He applied at the Topeka Daily Capital office for employment and was given work as a printer's "devil." For six months he set type on the Capital. Then he filled the positions of reporter, city editor, telegraph editor, political editor, Washington correspondent, business manager, and now he is the owner of the Capital as well as the Farmers Mail and Breeze, Missouri Valley Farmer, Missouri Ruralist, Oklahoma Farmer, Nebraska Farm Journal, Household Magazine and Poultry Culture.

Mr. Capper is the first native Kansan to be elected governor of the State, and he is also the first citizen of Topeka to hold that position. He ran 20,000 votes ahead of anyone else on his ticket, and in the city of Topeka, where he has lived for thirty years, his majority broke all previous records. Mr. Capper has been for many years a strong advocate of prohibition in Kansas, and is now one of the leaders of the campaign for national prohibition.

The New Minimum Wage Law in Minnesota

By E. E. Sheasgreen

THE new minimum wage law of Minnesota goes into effect this month—the minimum wage hovering around $8.75 per week for women in the large cities and down to $8.25 in the smaller. Many of the manufacturers and other employers of that state are much worried at what, some argue, will be in many cases a 25 per cent increase in wages. Hence, they argue there must be a 25 per cent increase in the cost of conducting their business.

It is the man without the cost system—the man who has no knowledge whatever of true costs according to modern methods, and who always has measured his cost only by the wages paid, who is doing the most complaining. It is his kind who generally "take it all out of labor," and not always because they want to, but because they have to, for unless backed by almost unlimited capital on which to feed the business, they would soon go broke if they did not.

The increase in the cost of the productive hour in girls' hand work would not be much more than four cents an hour or about .055 per cent in the average plant by a 25 per cent increase in wages. Real cost system knowledge shows this to be true as the following records will illustrate, which are taken from plants where The Standard Cost Finding Service Company's system is, and has been, in use for a long time, and from plants that have come under the writer's personal attention.

The following is a record from a laundry, where a faithful detailed study of cost is being made, and covers "shirt ironers" where only girls are employed.

The first record shows the cost as it is under the old **wage** scale—the next record what the cost will be with 25 per cent added to the old wage:—

Total productive hours	578	
Total non-productive hours	143	
Total wage hours	721	
Building expense (rent, heat, janitor service, building repairs)		$ 6.68
Valuation expense (replacement of original capital invested in equipment, interest on same, insurance and taxes)		33.85
Power (to generate gas)		17.65
Gasoline		10.08
Supervision		35.26
Payroll to ironers (female help)		144.85
Department direct expense		1.90
General Office, Delivery, etc.—executive salaries, clerks' salaries, telephones, Postage and supplies, organization dues, miscellaneous, advertising, light, allowances and deductions, claims, bad accounts, commissions to agents and drivers' payroll, barn and wagon expense, and freight and express		216.75
Total expense hand ironers		$468.52
Cost of the productive hour		.81

Now, by adding 25 per cent to the payroll, $144.65, of the ironers (female help) we get an extra wage burden of $36.21, or a total wage burden of $181.06: By adding this increase wage ($36.21) to our total department cost ($468.52) we get a new total cost of $504.73. By dividing the same productive hours as shown in the above, into this new total cost, we get a new cost of .873 or an increase of .063 per productive hour, **an increase of about 8 per cent** to the total cost on a 25 per cent increase in the wage paid.

Let us look at the girls' hand work department in a small printing plant:

Total productive hours in girls' hand work	99	
Helper hours worked in other centers	101	
Non-productive hours	8	
Total wage hours	208	
Building expenses (rent, heat, janitor service, building repairs)		$5.22
Valuation expenses (replacement of original capital invested in equipment, interest on same, insurance and taxes)		.95
Spoilage		12.00
Department payroll to girls		9.90
Department direct expense		.50
Office and Selling Expense, (share of office, delivery, etc.; executive salaries, clerks' salaries, telephones, postage and supplies, organization dues, and miscellaneous, advertising, light, allowances, deductions, claims, bad accounts, commisions to agents and drivers, interest on bank balance and open accounts, drivers' jayroll, barn and wagon expense, and freight and express		68.42
Total expense		96.99
Cost per hour		.98

By adding 25 per cent ($2.48) we get a new wage cost of $12.38. By adding the new wage increase ($2.48) to the total expense of the girls' hand work division we get a new total cost of $99.47. This divided by 99 hours gives us a cost of 1.004, or an increase of .024 per hour—an increase of .025 per cent in the total

cost of the hour because of a 25 per cent increase in wages.

Let us look at the increase there would be in cloth working plants—let us say, on single needle machines:

Total productive hours	1939
Total non-productive hours	198
Total wage hours	2137
Building expense (rent, janitor service, building repairs)	$42.24
Valuation expense (replacement of original capital invested in equipment, interest on same, insurance and taxes)	84.24
Power	32.68
Supervision	119.68
Department payroll	430.40
Department direct expense	46.63
Repairs	15.58
Office and selling expense (share of office, delivery, etc., executive salaries, clerks' salaris, telephones, postage and supplies, organization dues, miscellaneous, advertising, light, allowances and deductions, claims, bad accounts, commisions to agents and drivers, interest on bank balances and open accounts) drivers' payroll, barn and wagon expenses and freight and express	$852.60
Total expense	$1,644.05
Cost of productive hour	.848

By adding 25 per cent ($107.60) to the payroll ($430.40) we get a new wage cost of $538.00. By adding $107.00 to the total department cost ($1,644.05) we get a new total cost of $1,751.65. By dividing the productive hours into this total we get a new cost of .903, or an increase in cost of .055 per productive hour—an increase of .065 per cent in the total cost of the hour, because of a 25 per cent increase in wages.

Now, some one says, "That kind of a scheme may work out that way in a very small plant, or where a small number of hours are put through—but not in a large plant."

Here is what the record is (and these are all actual records and not schemes) in a plant where piece work is used and where a larger number of hours are put through, and what the new cost would be with an increase:—

Total productive hours	2971
Total non-productive hours	106
Total wage hours	3077
Building expense (rent, janitor service, building repairs)	$18.32
Valuation expense (replacement of original capital invested in equipment, interest on same, insurance and taxes)	12.12
Supervision	148.55
Department payroll	333.30
Office expense, (share of office, delivery, etc., executive salaries, clerks' salaries, telephones, postage and supplies, organization dues, miscellaneous advering, light, allowances, and deductions, claims, bad accounts, commissions to agents and drivers, interest on bank balances and open accounts), drivers' payroll, barn and wagon expenses, and express	1,084.42
Total expense	$1,596.71
Cost of the productive hour	.538

By adding 25 per cent ($83.32) to the payroll ($333.30) we get a new wage cost of $416.62. By adding $83.32 to the total department cost ($1,596.71) we get a new total cost of $1,680.03. By dividing the productive hours into this total we get a new cost of .565 per hour, or an increase of .027 per productive hour—an increase of about .052 per cent in the total cost of the hour because of a 25 per cent increase in wages.

Now, let us look at a real big girls' hand working center of production where the work is that of corking, labeling, and wrapping bottles

Total productive hours	11,054
Total non-productive hours	191
Total wage hours	11,245
Building expense, (rent, janitor service, building repairs)	$459.04
Valuation expense (replacement of original capital invested in equipment, interest on same, insurance and taxes)	40.00
Supervision	379.94
Department payroll	1,294.54
Office expense, (share of office, delivery, etc., executive salaries, clerks' salaries, telephones, postage and supplies, organization dues, miscellaneous advering, light, allowances, and deductions, claims, bad accounts, commissions to agents and drivers, interest on bank balances and open accounts), drivers' payroll, barn and wagon expenses, and express	4,033.71
Total expense	$6,154.23
Cost of the productive hour	.557

By adding 25 per cent $323.63) to the payroll we get a new wage cost, $1,618.17. By adding $323.63 to the total department cost ($6,154.23) we get a new total cost of $6,477.86. By dividing the productive hours into this total we get a new cost of.586, or an increase in cost of .029 per productive hour—an increase of .052 in the total cost of the hour because of a 25 per cent increase in wages.

In each case given above 25 per cent has been added to the payroll, when the facts are that it will be in only those plants where the wages

paid have been far too small, that any such an increase will have to be given. Ten per cent will probably be about the average increase in wages, which will give in many places less than .01 increase per productive hour.

The idea that business men have closely hugged for years back, that wages are the whole cost, is wrong from any angle the wage question can be studied.

It is not wages that give the big cost to a product, as a close study of the figures in the different groups above will show. Compare the wages paid with the other total.

The reason business men have thought, talked, argued, and fought to hold wages down because they feared any advance in wages would increase costs beyond all buying of a product—is simply that they never **knew** any different.

The reason they have been led to believe that the wages paid represented about the whole cost is because they do not know what the true cost of conducting their business of manufacturing their product is.

When pay-day comes around, the one big check, or item covered by several checks, is wages. It is true wages make up the largest **single** item in the cost, but in nearly every line of manufacturing "overhead" burdens are from 3½ times up to as high as 20 times the productive wages paid, while in "service" (as laundries) and in merchandising lines, the overhead is about 2½ times wages.

Seldom does a manager draw a check each month for the interest on his **original** capital invested in plant equipment; yet this interest is a cost item.

Seldom does he draw a check each month for an amount that would **represent** the monthly replacement of the orginal capital invested in plant equipment; yet this replacement is a cost item.

Seldom does he draw a check each month for rent on his plant property if he **owns** it; yet this is a cost item.

Seldom does he draw a check each month for interest on capital invested in bank balances, open accounts, work in process, equities in insurance premiums, or for interest on raw stock or manufactured goods; yet this interest is a cost item.

Seldom does he draw a check each month for spoilages, bad debts, allowances and deductions, to customers, or any other losses; yet these items are cost items.

No, seldom, if ever, are checks drawn for such items—only for the **running expenses and wages.** The average business man does not consider the above items as cost items at all.

It is the items of cost which he **never** draws checks for, that are often many times greater than wages, and are the items that cause men to fail in business. Such items are the real **big** cost items.

Never do wages that are paid cause a man to fail—unless the wages are too low.

Always, the silent leaks and losses in interest not paid one's self. Enormous salaries to officers, the bad debts and general inefficiencies in general management, cause failure to finally come. Men, old in business do not know, and many of them are guilty of not finding out, the first rudiments about **how** to find the true cost of their business. Old ways are considered safe enough and good enough.

How some managers can screw down their employes as they do, then get down on their knees every night as many of them do not do, but should do, and thank their God that they are mighty good to their brother man, is a mystery to many. But the manager is not always so bad at heart as he seems, he is simply an ignorant man lost on the financial seas, when it comes to knowing his business as he should.

When he gets "light," **cost light,** he will change quite materially and quickly for the better.

Let us hope that should any of the business men of Minnesota wish to attempt to test their new minimum wage law, that they **first** test out their own business—get better acquainted with it outside of the wage question, and regardless of the fact that they pay their employes by the "piece" or by the "hour."

When they get real cost information concerning their own business they will feel like hiring some one to shake them all over the plant for not having been clever enough, shrewd enough, bright enough to have found out years ago the real relation of wages to the total of their other cost items.

What is needed in this country more than any fighting of a wage increase, is a cutting out of the inefficiencies in the "head office," the stopping of over-equipment in plant equipment that nearly every manufacturer is guilty of, a closer study of sales so that over-production may not occur, the stopping of wasting money in uncalled for extravagancies in building construction, and a deeper study of how to deal more honestly and considerately with those human beings many speak of as "the shop hands," or "the foreign help" or "the gang."

Remember, Mr. Business Man, whether you are in business in Minnesota, or elsewhere, that a 25 percent increase in wages **will not** put your business on "the rocks"—but rather the oversight of your **not** figuring into your cost, and of not properly distributing every cost item, will drive you close to, and finally onto the financial reefs.

* * *

The High Character and Prosperity of the Newspaper Business

By a Satisfied Publisher

New Castle, Ind., November 18, 1914.

Editor Printer-Journalist:—

Have just read the article of O. Byron Copper in your November number on the unprofitableness of country weeklies and the lack of business methods of their publishers. To some of the statements I wish to take decided exceptions and have plenty of proof that the statements are not well founded. From the article I clip the following paragraphs:

> And I might add here that my own personal observation and experience has revealed no home newspaper-maker with wealth which he has amassed from his newspaper business. In fact, every country newspaper man whom I have found living in Easy Street made his stake through some special activity outside of the newspaper business.
>
> Can a man as smart as one must be to run a newspaper successfully, feel anything other than justified contempt for a calling in which alone it is hardly possible to make more than a bare living?

I have been in the newspaper business ever since I became of age, and I wish to say that I am proud of the business and the men in it. I am talking now of the men who run newspapers in small towns, weekly newspapers. I do not profess to know any great portion of the publishers in my state, but I have a personal acquaintance with a score or two score of them that are living on easy street, that make from $3,000 to $5,000 a year from their business and are worth from $25,000 to $75,000. They are not millionaires, but they are certainly enjoying their share of good things. They made their money out of their newspapers and if they have other investments those investments were started from the profits of the newspapers.

Moreover, these profits were made from newspapers that sold for a dollar a year and got ten to fifteen cents per inch for their advertising space. I know of no business or profession in this section of the country, unless it is farming, where the percentage of success has been so high, as among newspaper publishers.

A newspaper that can get $1,500 per year from subscription, $2,000 to $3,000 from job printing and $2,500 to $3,500 from advertising should be a paying investment. For his work the owner should be able to receive half of his wages and interest on his investment. And he, personally, need do no mechanical work, for when he does that he not only beats some printer out of a job, but is next to wasting valuable time. His head is more valuable than his hands. A publisher who is worrying over the mechanical end of a two-dollar ad or a three-dollar job is not getting very far. He would be more profitably engaged smoking a cigar with his feet cocked up and his head devising some scheme to get another hundred or two subscribers, or how to get next to some big advertising, or better still how to make big advertisers out of little ones.

Neither is it necessary to overwork one's self. The man who works after night or on Sunday in his office does so from choice. Don't take your work home. Give your nights and Sundays to your family and to your friends, that you may not be as stale Monday morning as you were Saturday night.

Don't be a kicker and never say business is bad. My business has been good for twenty years—never any other way. Nobody likes to do business with a belly-acher. Neither does a community take to a man who takes himself too seriously or too cheaply. It makes me tired to see a newspaper tell how much free service it gives to everybody and everything. It gives that free service usually because it thinks it will eventually get some cash business.

An elaborate cost system is not essential to a small business, but a simple cash book in which is entered every transaction, whether a nickel or a doller, will tell at the end of the year the amount paid for rent, light, fuel, freight, job stock, taxes, power, etc. A job book, a cash book, an advertising journal and a ledger are all the books and cost system needed in a country office, unless the owner prefers the more elaborate cost system of modern days. I have tried both, and have talked with many other publishers whose simple, but carefully kept books, furnish all the data needed for a country office, employing two to five persons.

And one more fallacy of Mr. Copper's—he talks about separating the country weekly from the job business. It might be done, but I have yet to hear of it in a country weekly. It certainly does not take much executive head to run a $2,000 job business with a $5,000 newspaper business, and do all the clerical, editorial and office work yourself, with the possible, though not necessary assistance of a dollar-a-

day girl, and do it all in nine hours a day, six days a week—no more.

And one last fling at Mr. Kicking Copper: He talks about "raising the bane of disgrace from the newspaper business." There is no bane to raise. Any commercial agency will show just as large a per cent of credit among newspaper men, as among lawyers, doctors or other professions. Were I to advise a young man on a profitable career it would be that the newspaper business offers the best returns, socially, politically, and financially, for the cash invested. And a man does not grow old in the business so long as he retains his physical and mental faculties.

Why knock the newspaper business?

Very truly, a satisfied publisher,

W. S. CHAMBERS.

[We are pleased to receive this communication from Mr. Chambers and believe that he is entirely right as to his information and views as to the existing condition of newspaper making and printing. Our own observation is that there has been great improvement in the newspaper business, as well as in that of commercial or job printing within the past ten years.

Mr. Copper's opinions, as we view them, are rather traditional, coming down from old-time conditions, than real as to existing conditions. However, there are exceptions and there are portions of the country where opportunities have been neglected. When we read Mr. Copper's article, before publication, the statement seemed to sweeping, but, then, we felt that the result of their publication might be an awakening where the same is most needed.

Some two years ago while attending a meeting of the Wisconsin Press Association at Milwaukee, we were surprised at some statements and confessions made by a newspaper publisher from Lodi, who had been waked up during the discussion of the cost system, by a showing, made from carefully kept records, to the effect that an average cost of ad composition in a newspaper is over six cents an inch, to say nothing of the cost of soliciting, printing and circulating.

He confessed that while he tried to get six cents an inch he had been taking some ads at about three and one-half cents an inch. Had every inch of his paper been advertising, he would have lost two and a half cents an inch on the cost of composition. He had been throwing in everything else and been paying out two and one-half cents an inch on every inch contained in the advertisement for the privilege of publishing the same.

Low prices are not the only cause for the impoverishment of some who are in the newspaper business. One other cause is the lack of good salesmanship and another is the lack of efficiency both in the work and management. At one time we went into the matter of making a careful comparison between the newspaper publishers of a State and men of other lines of business and found that for solid, permanent prosperity, the showing was largely in favor of the newspaper-makers.

The per cent of failures among newspaper men was less on the whole than among those in other lines. There were fewer changes—the newspaper men outlived those in other business lines. The trouble is that when making comparisons, newspaper men have been inclined to compare their business not with the general average in other lines, but have taken the most signally successful in merchandising, banking, manufacturing and so on, as the standards.

The successes of so many publishers, a success above the average in other lines, should prove an encouragement. Sometimes the overworked newspaper man needs to be encouraged rather than to be criticised, yet some need to be provoked to good works. They are not doing what they should for the calling nor for themselves.

Mr. Chambers seems to be somewhat in error as to the need, objects and character of the cost system. Its object is not to show the standing of a business at the end of a year, but to show the cost of every piece of work and every advertisement so as to deal justly with one's customers and with one's self.

Without a cost system there are liable to be losses on some jobs and overcharges on others. Every job and every advertisement should show a profit. The Cost system need not be elaborate or complex but very simple. The problems of overhead expense, non-sold hours, saleable hours, and so on, have all been worked out. The cost system is not only profitable but it affords the great satisfaction of knowing how much each piece of work, has cost the office, and then, by adding the cost of stock and a reasonable profit, to know that the charge is right and just.

The cost system points out leaks, shows where economics may be introduced and tends to promote efficiency. It tells what machines and which workmen are profitable and wherein changes should be made. Mr. Copper will, of course, have an opportunity to explain in the

December issue. We judge that he was only after the laggards with the view of making his popular department more directly useful.—The Editor.]

* * *

FREDERICK LLEWELLYN GOSS

The printing world lost one of its most prominent men last month when death claimed Frederick L. Goss, Vice-President of the Goss Printing Press Company of Chicago. Mr. Goss had been in ill health for the past year and had not taken an active part in the business during that time. The largest newspaper offices in this country and England will long remember the remarkable ability of this man. He was successful because of

Frederick Llewellyn Goss

years of strenuous work and the power of his wonderful personality, coupled with a thoroughly practical knowledge of his business.

Mr. Goss' main forte lay in his ability as a salesman of the highest order. Throughout his entire connection with the Goss Printing Press Company he acted in the capacity of Manager of the Sales and Contracting Department. It was through his untiring efforts that the Goss press is so extensively used not only in the States but in England and on the Continent. The European business in fact became so large that the Goss Printing Press Company of England, Limited, was organized some years ago and Mr. Goss was very active in this work.

Frederick L. Goss was born in Newport, Wales, July 6, 1847, and came to Chicago when a young man. He very early showed a marked aptitude for the printing trades and learned typesetting and press-work. For years he was with the J. M. W. Jones Printing Company, where he acted as Superintendent until the fire of 1871. In 1873 he went into the printing business for himself.

Mr. Goss with his practical knowledge coupled with the inventive ability of his brother, Mr. S. G. Goss, and the executive experience of Mr. Jacob J. Walser, organized The Goss Printing Press Company in 1885.

It was the Goss Company that developed the press which marked the final step in the evolution of power printing. Many improvements in detail have since been made, but they have all been along the lines of the basic principles laid down by The Goss Company.

When Mr. Jacob J. Walser, President of the Company, died in October, 1913, Mr. Fred Goss filled the vacancy for the rest of the year, but then retired, owing to ill health.

Mr. Goss is survived by his widow, who was Miss Jennie Foster of London,, whom he took as his second wife in 1909, one son, Frederick L. Goss, Jr., and three daughters, Mrs. Nellie N. Herbel, Mrs. Grace G. Tuttle and Mrs. Josephine I. Lueders, also survive.

There also are three brothers, Samuel G. Goss, president of The Goss Printing Press Company; A. E. Goss of Chicago, and Joseph Goss of Atlantic, Iowa, and one sister, Mrs. Joseph Wilkinson of Los Angeles, Cal.

* * *

High Testimony as to the Fairness of Newspaper Men

Newspapers are frequently charged with being unfair and are sometimes ranked with demagogues who attack "big business" in order to win popularity with the people. Real, successful newspaper men know that such a charge is in ninety-nine cases out of a hundred, entirely false, and that the most valuable asset of a newspaper is a deserved reputation for absolute fairness, honesty and reliability.

Millions of dollars are expended by the newspapers annually to get the news and to get it as accurate as possible under human limitations. Faked news would not cost one hundredth as much as is paid for actual news and would not be worth its cost.

It is pleasant to find a man who is in a position to know and also to be the most injured by faked reports, publicly testifying to the honesty and fairness of newspapers. The great steel magnate, Judge Elbert H. Gary, in a speech at a banquet in Birmingham, Alabama, on October 20th, publicly declared:

"I have been obliged to come into contact with the newspaper fraternity for the last fifteen years, and from my experience I can say that if business men treat newspaper men right, they are always truthful. My experience has been that if you will treat newspaper men fair—will be frank and honest and give them the truth and the opportunity to publish the truth, they will do it honestly. If you are untruthful and unfair, then you may expect to take the consequences."

The Cost of a Window Awning

By E. E. Sheasgreen

PRINTERS can take heart, for they are not the only business men who do not know how "to guess," as the following shows.

At the New York Convention of Tent & Awning Manufacturers' Association, held in September, one afternoon was used in discussing cost as it applies to the tent and awning line.

Several job records, taken from plants that have adopted the Standard Cost Finding Service Company's system, were posted on white paper so all could see. The records shown called for a great deal of discussion—and the guesses and estimates made by those without the modern cost system as to what the jobs **should** cost according to their various judgments and methods of figuring, were far away from the actual conditions.

Invariably, men "guess" or estimate in **dollars** before first taking into account the **time**—the hours or moments necessary to do the work—but, if they guess time first, and if they know the true cost value of the time units it is an easy matter to get the dollar and cent cost of the job.

In the case of the jobs posted for discussion, the cost of all material was posted first with the percentage added for the storing, handling, and selling of the material. The "bids" were asked for as to **time** necessary to do the work, then what the total cost price would be—and then the selling price.

One job that called for a good general discussion is herewith given:

Stock.			
7¾ yds. No. 54 Green, @ 20c			$1.55
26 ft. rope			.07
Frame			.18
Total cost stock			$1.80
47% for warehousing, handling and selling.			.85
Labor.			
Girls' hand work	.4 units	@ 80	.32
Single needle machine	.9 "	@ 87	.78
Double needle machine	.1 "	@ 89	.09
Binding machine	.1 "	@ $1.26	.13
Men's bench work	.2 "	@ 65	.13
Erecting	.6 "	@ $1.39	.83
Total labor cost			$2.28
Profit			$1.47
Selling price			6.40

A "unit" of time is six minutes, and the hour rates used are the average in that particular plant, for the operations named and cover every item of overhead with supervision and payroll included—and it makes no difference in figuring the hour cost whether "payroll" is called "piece" or "time" (hour or day). In this particular plant the employes are paid on the piece-work plan, and the hour cost in that plant is no more or less per productive hour, than if employes were paid time work.

On the above job, the "bids," on the time necessary to do this work varied 50 per cent, while many men would have taken the job for **less** than it cost his plant to do it—**yet the user of the cost system got a profit out of a job that, he, too, without a cost system would have taken for far less money.**

A cost system stiffens the backbone—after, first showing a man where the weak spots are in his plant (the leaks, losses and incessant duplication of invested capital and of effort), it shows him what his true costs are and in a little time bring about efficiency.

A little less volume of business may be enjoyed, it is true, but finally the system pulls a plant out of the mire of financial ruin.

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Printing and the Church

A printing establishment in full operation was recently one of the features of a Presbyterian Church Fair in Brooklyn, N. Y. The modern church owes a scarcely appreciated debt to the printing press and to the secular newspapers. Recognition and use of printing at church festivals are not inappropriate and should prove instructive as well as pleasing, interesting and profitable.

There were other practical features, including instruction by the Boy Scouts in many kinds of handicraft. These are better than grab bags, fishing ponds, chance schemes or other devices. The closer the church gets to those things that are educative, productive and that tend to ennoble lives, make them broader, more purposeful and useful through teachings in all that is practical and promotive of knowledge and of skillfulness in all things worth while, the better for the church and the people.

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Advertising is thrice blessed, it benefits the advertiser, the consumer and the general public. If the right kind of advertising induces buyers to send away from home for goods, the right kind of local advertising will certainly cause them to follow their natural and better inclinations and buy at home. This is not theory, it is fact that has been verified by enterprising advertisers who have made good.

America's Opportunity

"Made in America" and "Forward Now" are pretty good catch phrases for which "there is a reason," just at the present time. There is a world of good solid sound sense and philosophy and patriotism back of them. The whole world needs America's best service so there is no narrowness or mean selfishness but broad philanthropy in the thoughts expressed. Many of the great English papers appeal to loyalty to England in the exploiting of their goods. "All British Goods" is flaunted in the largest types in whole page ads. One advertisement proclaims the following: "Mr. Lloyd George truly said that 'this war would be decided by silver bullets.' Every German or Austrian article bought in this country means so many silver bullets against us. Every British article purchased means so many more of the all-powerful 'silver bullets' for us."

The purchaser of American goods means no narrow national loyalty but the broader loyalty to all mankind. American purchases do not mean bullets for anyone but broad helpfulness and beneficence to those in need, the aiding of those in distress, the advancement of liberty, free institutions, the making of stronger and of broader influence, this government of the people, by the people, for the people throughout the whole world.

This is America's opportunity on the broadest lines of needed, noble, useful service and in the furnishing to all arbitrary rulers or governments an example of the blessedness of justice, fairness, good will and kindly reciprocity in all affairs of life. The terrible, narrow selfishness that has been developed in this war is almost beyond conception and that it is extended to the fields of trade and commerce is not strange. But it has not extended to this Republic. No land can be otherwise than benefited by the prosperity of this country.

Belgium has sacrificed her people, her homes and all that is dear for the protection of France and Great Britain. Had it not been for Belgium's bravery, France and England would have suffered hundreds of millions of dollars more in losses from destruction of property and the cost of war, and it would seem that these countries ought to take care of the people of Belgium as fully as they provide for their own soldiers or their own people, but it is distant America, that is under no obligations except those of common humanity, that has come to the rescue. There is here no false views of the rights of men, all are deemed the children of one Great All Father. England and France should provide the millions to buy the food for those who are starving because they fought to preserve a neutrality for the benefit of these Nations, when they could have easily received liberal pay for permitting the German armies to cross their territory under the reasonable plea that they did not have the ability to prevent the invasion and that to attempt resistance were only a futile sacrifice and sure destruction so far as their own people were concerned.

If there is such a thing as retributive justice, if there is a just God who is concerned in the affairs of His children of Earth, and without whose notice not even a sparrow falleth to the ground, not only Germany but France and England will in the end pay dearly for the sufferings that have been inflicted and permitted upon the self-sacrificing Belgiums and that have been left to continue without relief.

All this, however, does not limit America's duty to serve and opportunity for world-wide service. For the sake of humanity, every American should seek for the highest possible upbuilding of this country, its commerce and industries that the institutions it nurtures may become world-wide in their substantial blessings.

* * *

THE AIMS AND PLEDGE OF THE ORDER OF P-I-C-A

The Order of P-I-C-A, at its annual convention in New York, in October, decided to make public certain of its purposes. Many in the trade have supposed that the Order was only a fun-making, roystering organization without any serious aims. In the preamble of its Constitution is the following:

In order to develop a more intelligent co-operation among our members and believing that success is best attained by mutual association, charity toward our fellow man, industry in our several callings, and a spirit of patriotism in our organization, we have formulated a Constitution and By-Laws.

A part of the pledge taken by every member of the Order reads as follows:

I pledge my every endeavor to live right before my fellow man, abide by the principles of the Order, and so conduct myself that I may be recognized everywhere as "Type High, twelve-point square, and strictly on the level." To speak ill of no man and always bear in mind that I belittle myself in endeavoring to discredit a competitor. To recognize at all times that whatever is of benefit to my customer is of benefit to myself and that he profits most who serves best. I pledge myself to help a worthy member in distress."

The Order has now nearly four hundred members, located in every section of the country, and with the adoption of important amendments to its Constitution and By-Laws is entering on serious and important work for the salesmen of printers' machinery and supplies, who comprise its membership.

REVIEW OF JOB PRINTING

Address All Communications to E. S. HANSON, 538 S. Dearborn Street, Chicago

WHILE this department is supposed to be concerned primarily with printing as an art, we cannot, in our artistic zeal, allow ourselves to overlook the fact that it is a business as well. We therefore advocate good printing, not only from an "art for art's sake" viewpoint, but also because we believe it is a better paying venture considered purely from the angle of the man who is looking for dividends rather than for the applause of the cultured. The reason a college president gets a larger salary than a street sweeper it because there is less competition for the presidential jobs. There are more men who can be street sweepers than college presidents. And there are, too, as you all well know, more men who can be poor or mediocre printers than good ones. So the good printers get the college president income and the others trot in the class with the street sweepers.

It is almost useless for this department to advocate good printing month after month, unless those who are doing this kind of work will be allowed to charge for it accordingly. "The laborer is worthy of his hire." There are plenty of stenographers who are willing to work for $6.00 a week, yet I cheerfully pay mine three times that amount, not from any motives of philanthropy, but because the $6.00 kind cannot do my work the way I want it done. It is foolish to assert that "a stenographer is a stenographer," in the sense that one is just as good as another; and neither can we say that "a printer is a printer." Again, I am doing a large amount of photographic work, and am paying an expert extravagant prices to finish my pictures, when there are plenty of people who are willing to do it for almost nothing. And again, this is not from motives of benevolence on my part, but because the high-priced man is giving my work expert individual attention, while the cheap people put all their work, irrespective of conditions, through the same mill, leaving it for the most part to the hands of inexperienced boys—glad, of course, if it happens to come out all right, but not worrying greatly if it does not.

So there is no reason in the world why the good printer should place himself on a financial equal with the poor one. His work will command a better price, and the experience and brains which he puts into it make it worth a better price.

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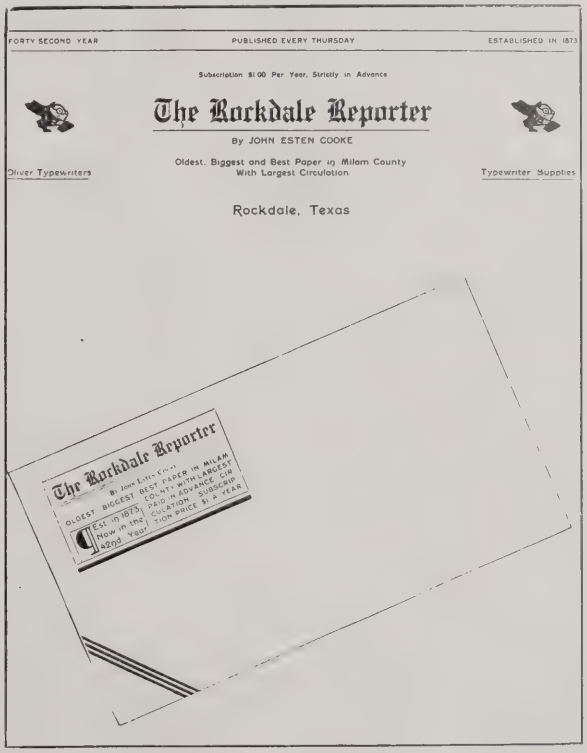
From the office of the Rockdale Reporter, Rockdale, Texas, of which Mr. John Esten Cook is publisher, comes a request for comment on the letterhead and envelope which that publication is using. This, by the way, comes through Friend Copper, editor of the most


FORTY SECOND YEAR PUBLISHED EVERY THURSDAY ESTABLISHED IN 1873

Subscription $1.00 Per Year, Strictly in Advance

The Rockdale Reporter

By JOHN ESTEN COOKE

Oldest, Biggest and Best Paper in Milam County With Largest Circulation

Oliver Typewriters Typewriter Supplies

Rockdale, Texas

popular department in this publication, and his kindness in forwarding it is hereby acknowledged. I think the only thing on either the letterhead or the envelope which I would feel like changing immediately, is to eliminate the three diagonal lines on the lower left-hand corner of the envelope. I really see no good reason why they should be there; and certain it is that they

add materially to the difficulty of feeding the envelopes on the press. This is on the assumption that the envelope was fed head down, which I have assumed to be the case in this instance, inasmuch as it does not give evidence of having been opened up before it was run through the press. I am not a believer in doing things the easiest way at all times; but I do not believe in unnecessarily multiplying troubles unless there is some good reason for it, which I do not think existed in this case, as the nvelope would look at least as well, if not better, simply with the panel in the upper corner. This envelope is printed in red and black, the ru'e work and the paragraph mark in red and the type in black. The letterhead has the same combination of colors, with the rule work in red and the two lines, "Oldest, biggest and best paper," etc., also in red, with the cut in a combination of the colors. If I were to suggest any change on the letterhead, it would be to eliminate one of the cuts, as to my mind they seem to detract somewhat from the other part of the head; that is, the attention is constantly drawn away from the type matter by these cuts. I am frank to say, however, that it would not be an easy matter to recast the head with only one cut, as it is entirely symmetrical as it is and makes certainly a good appearance aside from the criticism I have offered. A lightening up of the cut by the omission of the red might possibly be of some advantage. If only one cut were used, the logical place for it would appear to be in the center above the date line, that is, if one were to follow conventional form. This would tend to crowd the center of the head entirely too much and some of the type matter would have to be thrown to the side. Taken all in all I suspect that an elimination of the color from the cuts would do away with the drawback which I have mentioned and certainly it would be the simpliest solution of the problem.

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Do not despise the small jobs. A printer told me a few days ago that he would much rather have a large number of customers giving him an average of work amounting to $50 a month each, than a small number of customers whose accounts run into big figures.

"At one time in the history of my business," he told me, "my plant was practically kept going by the work of one customer, whose orders amounted regularly to about $3,000 a month. Then this man got into financial difficulties, and finally into the penitentiary, and my income was cut down to almost nothing at one slash. The work of building it up had then to be done all at one time, whereas, if I had a good sprinkling of small accounts, one or two of these could have dropped off each month and the loss would not have been noticed, because I could have added at least as many as I lost."

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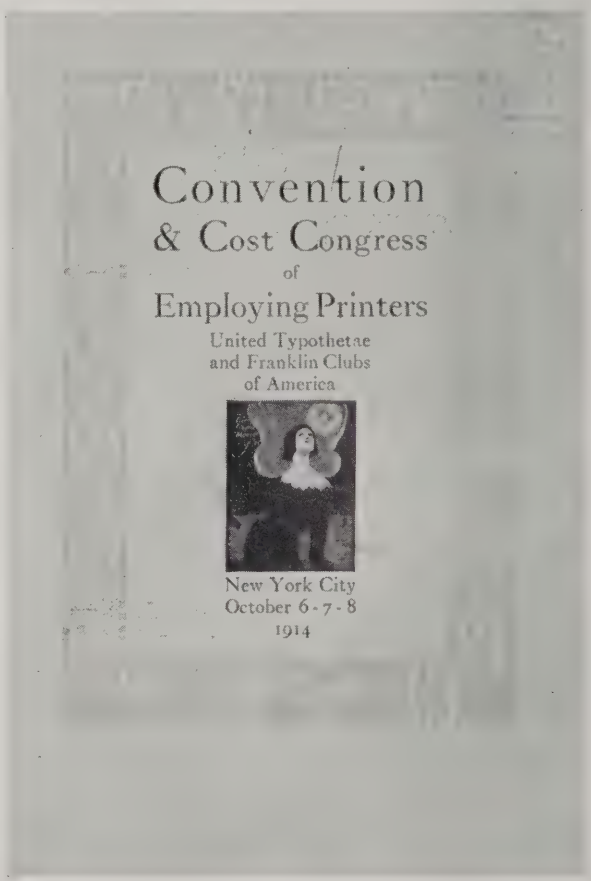
I wish to commend this first page of a four-page folder sent out by the Monotype people preceding the New York convention. It is printed on India tint stock with the border and type matter in light and dark blue respectively, and the cut in brown. The cut is not particularly appropriate to the occasion, but it fits very nicely into the typographic design. I might say here that the Monotype people, as well as some others, may "call me down" on my notations of color in this department for this month, as I am writing this at night under electric light and am probably partially color blind as a result.



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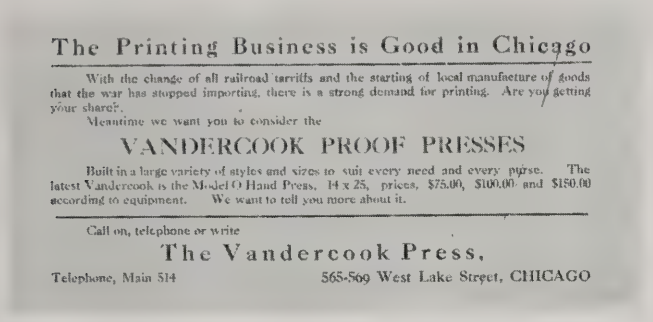
Perhaps the most usable little folder that has come to my desk for some time is a small sample book of Holyoke antique finish covers sent out by the Advertisers Paper Mills, Fifth Avenue Bldg., New York. It is just the size to fit nicely into a desk pigeonhole, so that it will be handy to refer to when a more bulky set of books cannot be found.

Here is a mailing card that has a direct appeal and will be read by most of the people to whom it reaches. The statement that printing business is good, no matter what the locality, will


The Printing Business is Good in Chicago

With the change of all railroad tariffs and the starting of local manufacture of goods that the war has stopped importing, there is a strong demand for printing. Are you getting your share?

Meantime we want you to consider the

VANDERCOOK PROOF PRESSES

Built in a large variety of styles and sizes to suit every need and every purse. The latest Vandercook is the Model O Hand Press, 14 x 25, prices, $75.00, $100.00 and $150.00 according to equipment. We want to tell you more about it.

Call on, telephone or write

The Vandercook Press,

Telephone, Main 514 565-569 West Lake Street, CHICAGO

always draw the attention of a printer, while the reference to changed conditions on account of the war, is timely and logical.

✧ ✧

I am ashamed to say that I have not as yet got in close touch with the Graphic Arts Association of Chicago so that I cannot tell much about its activities as a whole, although of course I know what the component societies are doing. I can, however, cordially commend the

W. H. SLEEPECK, *President* ARTHUR J. LLOYD, *Vice-President* JULIUS C. KIRCHNER, *Treasurer* WILLIAM T. LEYDEN, *General Secretary*

The Graphic Arts Association of Chicago

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COMPRISING
The Ben Franklin Club
Employing Printers' Association
Machine Composition Club
Binders' & Rulers' Club

OFFICE *of the*
GENERAL SECRETARY
Rooms 1603 & 1604
Monadnock Block
TELEPHONES
Harrison 2903 *Harrison* 780

taste displayed in this letterhead as shown herewith. It is in color scheme a combination of orange and black on white bond paper, the initials of the main line being in orange and the balance of the head in black.

✧ ✧

Here is something which should have been mentioned sooner, but it has just reached my desk in a roundabout way. It is a method by which a Chicago paper house started a summer campaign, not only to make business better for itself, but to help to produce business for printers in their territory so they could make it worth while to order more bond paper and envelopes. Briefly outlined, the campaign is this: the company agreed for a certain price to sell customers ten reams of bond paper and twenty thousand envelopes to be delivered in two lots. With this the paper company include ten electrotype letterhead designs appropriate for ten different lines of business. The company also agreed to send a letter to every merchant in the customer's city represented in the ten lines of business for which the heads were prepared, the customer to send in the list. This letter would include a return postal card addressed to the printer, asking him to call, quote prices and submit samples. This looks to me like the kind of co-operation which ought to produce results. Many printers are better craftsmen than they are business men and could very well profit by a little help of this kind in pushing the business end. I trust that this campaign has worked out satisfactorily for the paper company and its customers. The campaign as outlined above was given in detail in an early summer issue of The Acorn, the little house organ of the Chicago Paper Company.

✧ ✧

There are many good things in the house organ called Profitable Printing, published by the Hughes-Buie Company, El Paso, Texas, but I shall attempt to reproduce only one of them. It is entitled, "There is a Reason," and is found in the July issue of that little monthly:

A few days ago a man stood on London Bridge and tried to sell 5 pound notes at a shilling apiece.

He had made a bet with a friend that he could dispose of a certain number within a given length of time.

But he lost.

In three hours he sold two. And then had to quit his selling efforts to escape being arrested for a lunatic.

The notes he was trying to sell were genuine 5 pound notes all right. Only people refused to be convinced that the offer was genuine. There seemed to be no reason at all why a man should make such an astounding offer. The public refused to take a chance.

Deep down in its heart the public does not believe in the something-for-nothing proposition. It expects every man to make a fair profit on what he sells. As soon as he states that he is giving something for nothing the public at once begins to peer around the fuel pile to find the colored gentleman.

✧ ✧

In the closing issue of the first volume, "Stone's Impressions," published by the Stone Printing and Manufacturing Company of Roanoke, Virginia, asks those who are receiving this delightful little publication whether they want it any longer or not. We vote "yes" very emphatically, as I think most of the readers of this

little house organ will do. It has proven itself right up to date and most attractive out in the general field, and I doubt not it has been a business getter for its promoters.

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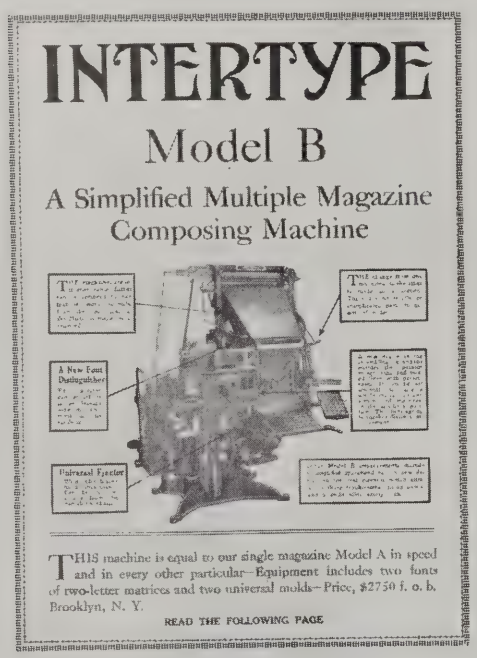
Here is another sample of the method of effective advertising in machinery circulars, which has been commented upon at various


INTERTYPE
Model B
A Simplified Multiple Magazine Composing Machine
THIS machine is equal to our single magazine Model A in speed and in every other particular—Equipment includes two fonts of two-letter matrices and two universal molds—Price, $2750 f. o. b. Brooklyn, N. Y.
READ THE FOLLOWING PAGE

times. As in other instances this is procured without very much cost by printing the arrows in red over the machine in black.

✧ ✧

One of the foremost among printers organs is The Machine Compositor, published by The Machine Composition Company, 145 North Seventh Street, Philadelphia. I really must give space to a little parable entitled, "The Parable of The Kicker," which appeared in a recent issue:

THE PARABLE OF THE KICKER

It came to pass in those days that there was a Printer in the Great City who did much work for the Merchants thereof, so that from the rising of the Sun until the going down of the same the click and whirr of his machinery was unending. And behold, his gross income was great, but the Net Proceeds thereof did not altogether come up to expectations.

And the Printer communed with his Foreman, who answered and said: "O Boss, live forever! Let now thy servant suggest that thy Profits are cut because thou allowest Rebates for alleged Errors which are no fault of thy Shop."

And the Foreman bowed his head in the dust as he spoke, for he was humble and meek, even as Moses, which hath been the way with all Foremen and Proofreaders, even from the days of Gutenberg.

But behold, he had put a Flea in the ear of the Printer, and if a Mixed Metaphor be permissible let it be chronicled that the Seed bore Fruit.

Bright and early next Morning there came unto the Printer a Customer who accosted him, saying: "Behold, I have come to pay thee thy Bill for my last Job, but of a truth thou must allow me a Discount, for there was an Error in it."

"But thou hadst proofs," answered the Printer. "With my own Hands sent I them unto thee and thou didst make no Corrections. Thou didst give Approval, if only by making no objections. Therefore why dost thou seek to assess me?"

"Thou shouldst have caught it Thyself," thundered the Customer. "Is it not thy Business? Behold, I will have my Discount or I will transfer my Business elsewhere."

So the printer did knock ten Shekels off the bill, and bided his time.

And when the next Job did come in from that Customer he did scan it with exceeding Care, and when the last Proofs had been delivered he did call up that Customer upon the Telephone and communed with him, saying:

"How is thy Job? Does it please thee?"

And the Customer answered and said: "Thou art up to thy Old Tricks. Thou hast made another Bull and thou shalt surely give me a Rebate again."

"Not so," answered the Printer. "We have established a rule that no Work shall go out until it is Satisfactory unto the last Jot and Tittle. Name thou, therefore, the Bull thou hast discovered and we will re-set the Job."

"But I must have the Job today," objected the Customer, for he was of a stiff-necked generation. "Thou must deliver and make good unto me for thy Blunders."

"Not so," said the Printer. Our new rule, like the laws of the Medes and Persians, changeth not. We send out no Work that bringeth not Perfect Satisfaction, but when it hath once gone forth from our Doors we assume it Perfect and will give no Discounts thereon. Speak quickly, therefore, that thy Servant may correct it according to thy will."

But the Customer answered nothing but to say in a Weak Voice: "Send thou the Job. We will overlook thy Shortcomings this Time."

But the Printer stuck to his new Rule, so that instead of being Stung for Discounts, he trained his customer to point out Errors ere the Work was delivered, and in case the Error were no Fault of the Shop he did collect Full Rates for Corrections.

And so he advanced in the Esteem of Patrons and Public and did amass so much Wealth that he could afford to take a Day Off on Christmas and Fourth of July.

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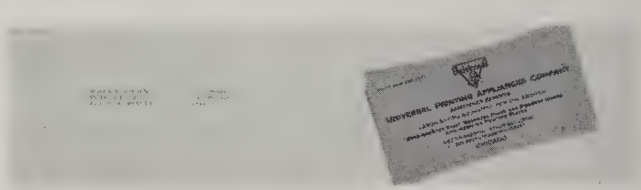
The Universal Printing Appliances Company sends out a little folder announcing the opening



of offices at 562 Transportation Building, Chicago, on the third page of which is pasted one

of the company's business cards. This looks like a good idea, as the recipient of the announcement can tear off the card and file it away.

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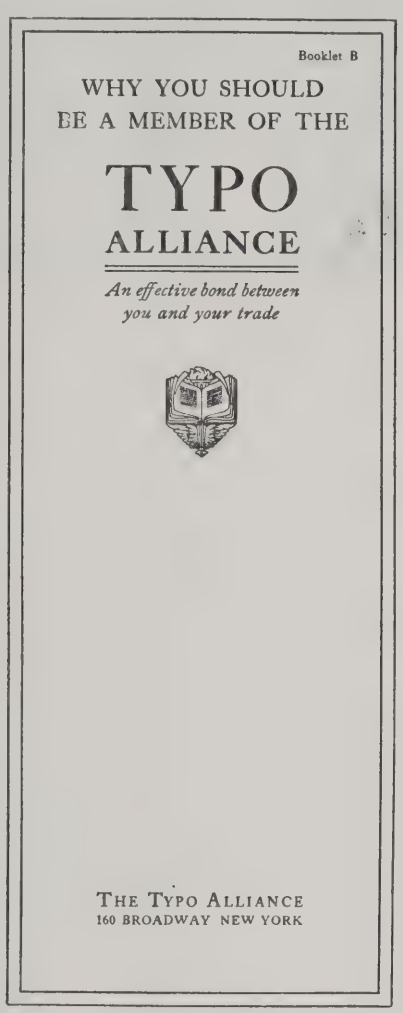
Here is an effective title page marred only by the little line at the top, "Booklet B." While this is really not part of the title page, it could have been very easily made a part of it typo-


Booklet B

WHY YOU SHOULD
BE A MEMBER OF THE

TYPO
ALLIANCE

An effective bond between you and your trade

THE TYPO ALLIANCE
160 BROADWAY NEW YORK

graphically by having it enter into the general lay-out rather than thrown in as an afterthought. If it were not to be treated as a part of the page, it might much better have been put down at the bottom, below the border.

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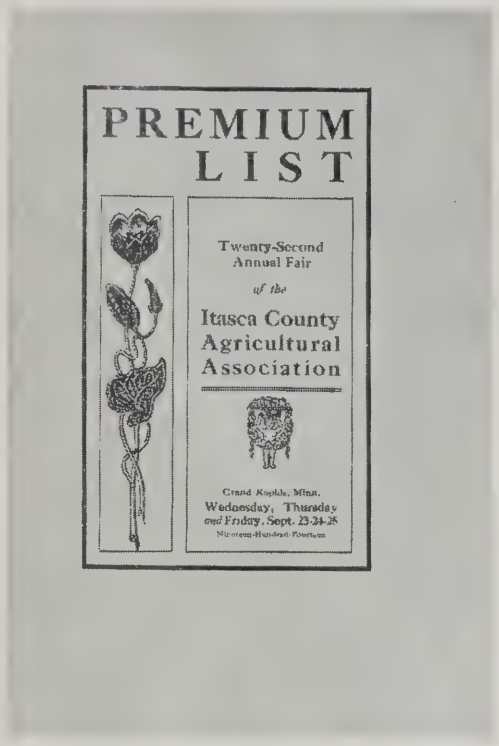
From the Grand Rapids Herald Review, Grand Rapids, Minn., I have a premium list for the county fair. The book has a most appropriate cover in green and brown, well designed and printed. The inside pages, however, were, as stated in the letter, printed on an old newspaper press and the distribution of ink is very poor. It is almost impossible to do good job work on a press which is used almost exclusively for a newspaper, having nothing else run on it for weeks at a time. A pony cylinder


PREMIUM
LIST

Twenty-Second
Annual Fair
of the
Itasca County
Agricultural
Association

Grand Rapids, Minn.
Wednesday, Thursday
and Friday, Sept. 23-24-25
Nineteen-Hundred-Fourteen

would be a wonderful addition to your equipment.

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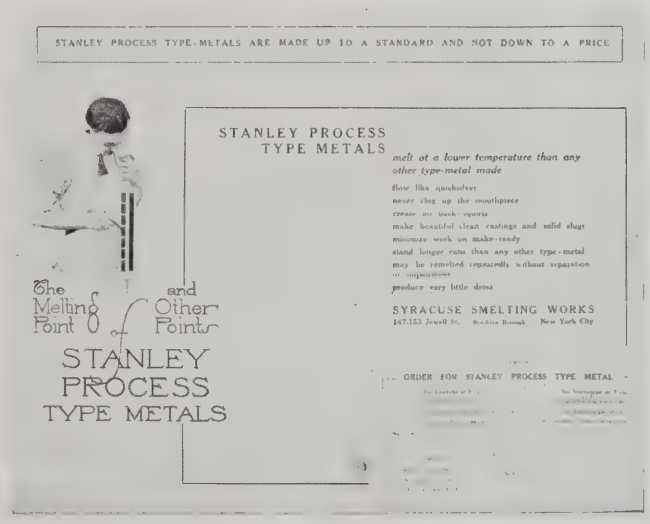
Graphic representations are coming to be the thing, because they tell the story in so much shorter space and time than words. This is a strong one from the Syracuse Smelting Works.


STANLEY PROCESS TYPE-METALS ARE MADE UP TO A STANDARD AND NOT DOWN TO A PRICE

STANLEY PROCESS
TYPE METALS

melt at a lower temperature than any other type-metal made

flow like quicksilver
never clog up the mouthpiece
create no "back-squirts"
make beautiful clean castings and solid slugs
minimize work on make-ready
stand longer runs than any other type-metal
may be remelted repeatedly without separation or impairment
produce very little dross

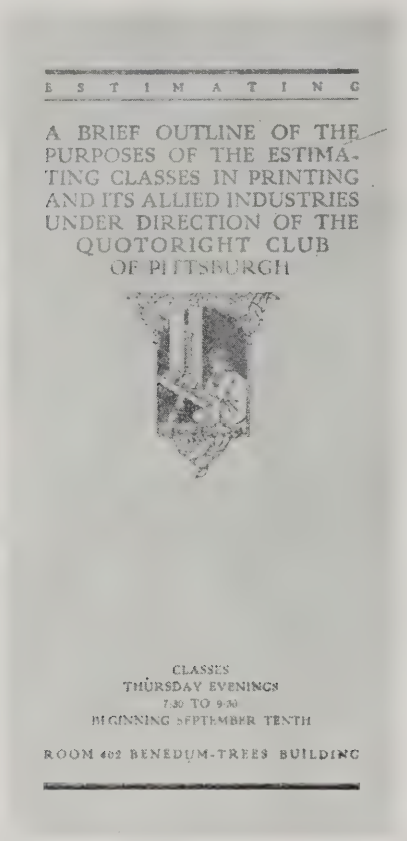
SYRACUSE SMELTING WORKS
147-153 Jewell St. Brooklyn Borough New York City

The Melting Point of and Other Points
STANLEY
PROCESS
TYPE METALS

ORDER FOR STANLEY PROCESS TYPE METAL

It is folded in three folds and sent out through the mail. It is to be noted that on the lower right-hand corner is a return card which can be torn off and mailed back to the company. The whole thing is a strong piece of work in red and black.

Classes in estimating seem to be becoming popular in several parts of the country. Here is the first page of a little folder which comes


ESTIMATING

A BRIEF OUTLINE OF THE PURPOSES OF THE ESTIMATING CLASSES IN PRINTING AND ITS ALLIED INDUSTRIES UNDER DIRECTION OF THE QUOTORIGHT CLUB OF PITTSBURGH

CLASSES
THURSDAY EVENINGS
7:30 TO 9:30
BEGINNING SEPTEMBER TENTH

ROOM 402 BENEDUM-TREES BUILDING

from Pittsburgh. It is not only delightfully printed, but gives in just a few pages a very good idea of the work that this class in estimating is planning to do.

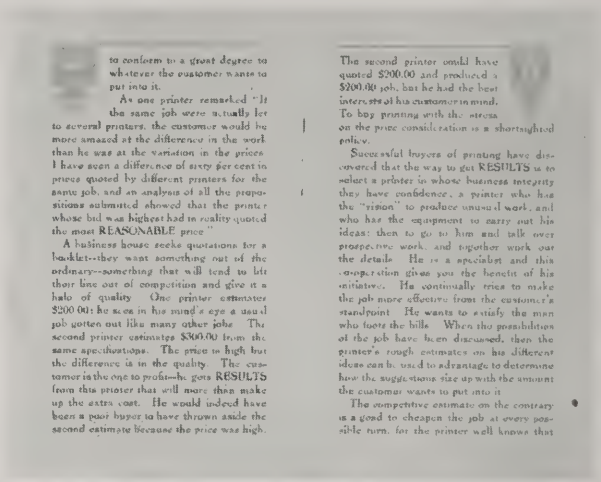
✧ ✧

I almost missed this little folder, which was attached to some printed matter sent out by the

What Story Does Your Stationery Tell?
GOOD Paper and Good Printing subtly suggest things that you cannot say about yourself, your firm, your goods or your integrity.
Our business is producing stationery that that will tell your story as it should be told.
As to materials, we go after results by taking the surest way to Style, Snap and Value — notably thru the famous line of "EAGLE A" Writing Papers.
Put your stationery proposition up to us. It will pay you.
A GOOD PRINTER
Why You Should Use a Good Bond Paper
WHEN you write your prospect, only part of his impression of you and your house comes from the message you dictate. The quality of the stationery you use is the other factor that influences his decision for or against you and your goods.
Note this particularly — all of the quality Bond Papers are advertised, and most of them bear the "EAGLE A" Water-Mark.
With "EAGLE A" Papers, the foundation, and good printing, the structure, our stationery construction is solid and productive.
We are producers of Business-Compelling Stationery of which you may justly be proud.
A GOOD PRINTER

American Writing Paper Company. Its story is not only effective but is attractively done in black, red and yellow.

The Davis Press, Graphic Arts Building, Worcester, Mass., sends out a little booklet of eight pages in a delightful brown cover to advertise its business. It is a sale talk from be-


to conform to a great degree to whatever the customer wants to put into it.

As one printer remarked "If the same job were actually let to several printers, the customer would be more amazed at the difference in the work than he was at the variation in the prices I have seen a difference of sixty per cent in prices quoted by different printers for the same job, and an analysis of all the propositions submitted showed that the printer whose bid was highest had in reality quoted the most REASONABLE price"

A business house seeks quotations for a booklet—they want something out of the ordinary—something that will tend to lift their line out of competition and give it a halo of quality. One printer estimates $200.00; he sees in his mind's eye a good job gotten out like many other jobs. The second printer estimates $300.00 from the same specifications. The price is high but the difference is in the quality. The customer is the one to profit—he gets RESULTS from this printer that will more than make up the extra cost. He would indeed have been a poor buyer to have thrown aside the second estimate because the price was high.

The second printer could have quoted $200.00 and produced a $200.00 job, but he had the best interests of his customer in mind. To buy printing with the stress on the price consideration is a shortsighted policy.

Successful buyers of printing have discovered that the way to get RESULTS is to select a printer in whose business integrity they have confidence, a printer who has the "vision" to produce unusual work, and who has the equipment to carry out his ideas; then to go to him and talk over prospective work and together work out the details. He is a specialist and this co-operation gives you the benefit of his initiative. He continually tries to make the job more effective from the customer's standpoint. He wants to satisfy the man who foots the bills. When the possibilities of the job have been discussed, then the printer's rough estimates on his different ideas can be used to advantage to determine how the suggestions size up with the amount the customer wants to put into it.

The competitive estimate on the contrary is a good to cheapen the job at every possible turn, for the printer well knows that

ginning to end, not simply the kind of sales talk that says, "We do the best work at the lowest prices," but an argumentative sales talk with quality always in the forefront.

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PRINTING AND ALLIED TRADES EXPOSITION FOR CHICAGO

The next Printing and Allied Trades Exposition for Chicago, seems to be the prevailing opinion to date. Manager Harry A. Cochrane of the National Printing, Lithographing, Paper, Advertising, Publishing and Allied Trades Exposition is preparing to ascertain the sentiment of the trades interested, it having been suggested that Chicago in June, 1915, will be an excellent place and time to hold the next exposition, in view of the fact that the Advertising Clubs of the World will hold their annual convention in that city during the month of June.

The Advertising Clubs of the World will bring to the city the leading advertising men who are the backbone of the printers, providing them the bulk of the printing orders they receive. Their presence in the city would naturally attract the printers and this should in turn prove an opportune time for machinery and supply men to be in the city.

Mr. Cochrane is anxious to have the views of the trade and from present indications contemplates an Exposition in Chicago in June, active organization work to commence after the first of the year. Dates have been reserved at the Coliseum.

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The Annual Conference of the American Association of Teachers of Journalism will be held in New York City December 29, 30 and 31. It will be conducted under the auspices of Columbia and New York Universities. The Officers of the Association are as follows: President, Talcott Williams, Director of the Pulitzer School of Journalism, Columbia University; Vice-President, Frank L. Martin, Acting Dean of the School of Journalism, University of Missouri; Secretary and Treasurer, James Melvin Lee, Director of the Department of Journalism of New York University.

Printerman and Paperman, Partners or Neighbors, Which?

By Geo. Olmsted, of J. W. Butler Paper Company.

Broader Vision and Team Work

THE United Typothetae and Franklin Club of America is accomplishing a great educational and uplift work, and there is no one who has aught to do with the printing trade who, either directly or indirectly, is not receiving a benefit through the new order of things. We, the paper men of this country, fully appreciate that you are the largest and most essential factor in our success, and while we trust we have contributed in some measure to your wonderful development, we know that the biggest accomplishments are yet before us, and if we would make them ours we must have a broader vision, a more definite and mutual purpose, and team work of the kind that brings us to our goal, and brings us there together.

Printer Entitled to Reasonable Protection

The question of the paper house or dealer selling direct to the consumer is not a new one. It has always been with us in one form or another. We will start out with the promise that this question presents some very tangible problems to the printer and that we are all agreed that he is entitled to every reasonable protection at the hands of the paper house.

General Channels of Trade

The marketing of the more important of the world's commodities is generally handled through certain well defined and fixed channels of trade. For instance, they move from producer through jobber, wholesaler, and retailer, to the so-called ultimate consumer. Strictly speaking, there is no retailer in the paper business, and "there's the rub." The paper house must serve in the dual capacity of wholesaler and retailer. We recognize the printer and publisher as our natural customer. Our business is organized to take care of him and his wants. We cannot prosper unless he as a class prospers. We must help and not hinder him. We must safeguard the interests of the printer and still serve in our other capacity.

The almost endless variety of papers which the paper dealer must carry in store, includes many kinds used in lines of trade and manufacture outside the printer's field of endeavor.

Printer to be Protected in His Line

The printer should be protected in his purchase of paper used in his line of work as against his customer who may seek to buy his paper direct. How can this protection be best secured? If sale of the paper in such instances is to be confined to the printer, then certain obligations are imposed upon the printer. He must refuse to buy paper from those who do not adopt this policy. He must also refuse to print any paper that he does not buy. He and his fellow printers must be of one mind on the proposition, so that some printer will not, as is often the case, say to the paper man, "O, yes, you sell my customer direct, it's all right. I don't want to finance the paper purchase, any way." How is such a plan of protection a wise one, involving as it does so many uncontrollable conditions? If, as we all agree, the printer has an interest in the paper which he prints and must make a reasonable charge for handling, why not make that charge whether he buys the paper or his customer buys it.

Charge for Handling Stock

When I started out to buy my first suit of custom-made clothes I thought I would save the tailor's profit in the cloth, so as my father was in the dry goods business, I got a price from a wholesale woolen merchant. I then hied myself to a tailor for bids with and without cloth. I found there was no saving and asked the reason why. The tailor said: "I am not merchandising cloth but I am manufacturing a cloth product. I charge for handling the cloth whether I buy it or not, and if you want to relieve me of any responsibility in selecting and buying the cloth, why, go as far as you like," or something to that effect. Suffice it to say I never made this experiment again.

Now does not such a case have a direct bearing on our question, if the buyer of printing knew he had to pay the same charge for handling paper whether he or the printer bought it, do you think he would be very keen about taking all the responsibility of the paper problem, which is no small one.

An English View

You may be interested to know that this is a question perplexing the printers in other lands than our own, as evidenced by this paragraph from an article in the London Paper Trade Review:

So far as many buyers are concerned, of course the paper man is bound to sell. There are the various corporations, councils, banks, railways, publishers, shippers, etc., all of whom are able to place much larger orders than any printers.

It is with the smaller fry that most trouble is encountered—the men who want a few odd reams and rob the printer of his profit. In many provincial centers there are agents who will sell paper "at wholesale price to any one, provided that the ream is not broken." This practice is reprehensible and in our opinion not legitimate. The best houses refer inquirers after paper to the printers in their vicinity, a method which promotes comradeship between paperman and printer. All said and done, the printer is the paperman's best customer and it behooves the paperman to watch the interests of his printing friends.

This report certainly indicates that the situation surrounding this question is very much worse in England than it is here. As nearly as we can estimate, over ninety per cent of the sales of printing papers by the dealers in this country are made to the printer and publisher, and these dealers are as anxious as you are to find just the right solution of the difficulty.

Solving the Problem

Is it possible, then, for us to so control the sale of the remaining ten per cent of merchandise that it may not constitute a serious menace to the upbuilding and continued progress of the printing trade? How would it do to lay down this principle for the guidance of the paperman and the printer? Paper prices can be quoted and direct sales made in cases where the printer doing the work does not object. If he does object, and the paper houses respect his objection, the printer must find a way to handle the purchase of the paper and still confine his dealing to the paper houses who will thus protect him.

Printer should have Entire Order

It goes without saying that the ordinary buyer of printing should place his complete order with the printer, there being no more reason why he should withhold from the printer his order for paper than his order for ink or any one of the other component parts of the job.

Mutual Respect and Confidence

In working out our problem, it is highly important that the trade relations existing between the buyer of printing, the advertising agent, the printer, and the paper dealer, be based on mutual respect and confidence. Any policy or act that, in the least degree, tends to impair this confidence, must be avoided. Experience shows that the so-called Long Price List has just this tendency. A quantity buyer of printing is generally informed of the current market prices of the goods in which he is interested. If not, he has many ways of getting the information. If he does not make a study of paper his advertising agent usually does, and if the latter knows his business he is equipped to give advice as to values of paper, its uses, etc. If we should hand a Long Price List to such a consumer he would probably smile and say nothing, but seek an explanation from some one, and he would get it. Likely as not, some not-too-ethical printer, in his desire to perform a service to the buyer and thereby curry favor, might be the one to explain. His explanation might destroy the cordial feeling heretofore existing between the buyer and his regular printer.

If your charge against paper is fair and legitimate, do not be ashamed to make it. If competition makes this impossible under a Net List it will have the same effect under a Long List.

Net Price List

I believe that the primary purpose of a Price List is for the convenience of the Printer. It should make for correctness, equality and stability of prices; in fact, it should be the Printer's compendium of paper knowledge and paper values. The Net Price List has standardized values and brought them into the open, thereby establishing a genuine market price basis which all printers know and understand.

If a Long List is the established thing, any one can have it for the asking. Why, pray, should the ordinary buyer of printing have a price list? It will confuse him and further complicate matters for the printer. A general distribution of such a list would prove the truth of the old saying, "A little learning is a dangerous thing." No, let us find a more dignified way to protect the Printing Trade. Let the Paperman get closer to you; let him appreciate fully the aims and purposes of your work. Let us determine who should properly buy paper from the Dealer and who should not. I am in a position to say that the Paper Dealers of this country are daily refusing to sell to consumers. If finer lines of distinction should be drawn, let us get together and discuss the subject. But let's not start by resurrecting the Long Price, believing that it will be a panacea for all our troubles. I have reason to think there are many printers who would not willingly go back to the Long Price List, if for no other reason than that they would rather "bear those ills they have than fly to others they know not of."

Conference on Price List Suggested

There are other reasons than those I have given why a Long Price List appears to many to be impractical, but as there exists an honest difference of opinion, suppose we call a meeting of representatives of our respective National Associations? Delegates from the various local associations can be appointed to attend this meeting, and in this way we can take up the subject, debate the points at issue, and dispose of the question one way or another. The independent action of some of your local bodies in adopting resolutions either for or against a particular form of Price List is ineffective.

We all seek the right thing, and we stand a far better chance of finding it if we will work together. Reversing the words of the old gospel hymn, "When we know each other better the mists will roll away."

Knowing Each Other Better

If I knew you and you knew me
'Tis seldom we would disagree;
But never having yet clasped hands,
Neither fully understands.
That each intends to do what's right,
And treat each other "honor-bright."
How little to complain there'd be
If I knew you and you knew me.

Whene'er we ship you by mistake,
Or in our bill some error make,
From irritation you'd be free,
If I knew you and you knew me.
Or, when checks don't come on time,
And customers send us "nary" a line,
We'd wait without anxiety
If I knew you and you knew me.

Or, when some goods you "fire" back
Or make a kick on this or that,
We'd take it in good part, you see,
If I knew you and you knew me.
With customers many thousands strong
Occasionally things do go wrong—
Sometimes our fault, sometimes theirs—
Forbearance would decrease all cares.
Kind friends, how pleasant things would be
If I knew you and you knew me.

Then let no doubting thoughts abide
Of firm good faith on either side;
Confidence to each other give,
Living ourselves, let others live,
But any time you come this way,
That you will call, we hope and pray,
Then face to face we each shall see,
And I'll know you and you'll know me.

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MANY STUDENTS IN JOURNALISM AT WISCONSIN

Over three hundred students have been enrolled in the classes in journalism at the University of Wisconsin since last June, according to statistics just compiled. In the summer session there were eighty-seven, including a number of college graduates. This fall two hundred and twenty-five young men are in journalism classes, including sixty-seven in agricultural journalism. In the four-year Course in Journalism this fall one hundred and three are registered, the largest number in the history of the course. There are nineteen in the class in newspaper advertising this year. The total class enrollment since last June has been three hundred and twelve.

The Church and the Press

Rev. R. L. Jackson, of the Hanover Presbyterian Church, Wilmington, Delaware, delivered a sermon on "The Church and the Press," of which "Every Evening" of that city gives a brief synopsis.

The sermon showed that the Pastor knew whereof he spoke and some of his remarks will be found worthy and profitable for publication by newspapers in communities where the church people and the ministers are unmindful or neglectful of the great services rendered the churches by the secular press:—

The pastor dwelt strongly upon the great mass of free advertising the church receives from the newspapers and deplored the fact that representatives of the church frequently are displeased when lengthy contributions of no interest except to a very limited circle are firmly refused publication.

He severely arraigned yellow journals and added that all should be considered as miserable sinners if they do not take and read the best newspapers. The sermon which was greatly appreciated by a large congregation, was in part as follows:

"Could we turn to the files of the Jerusalem Gazette for the middle of the first century we should find no end of thrilling stories. Every issue would contain something startling concerning the new religion of Christianity and its converts. Whole columns would be devoted to the activities of the apostles. Brief biographical sketches accompanied by their photographs would be among the features of the page devoted to religious news. Perchance we should come upon a special edition of the above journal issue to herald the conversion of Saul of Tarsus. Saul's conversion would make a staggering scoop for any newspaper and warrant it in getting out a special number. There was enough doing in Jerusalem and all the regions round about in the religious world to furnish most irresistible copy.

Unfortunately, the Jerusalem Gazette never existed, and we are compelled to fall back upon such brief records as constitute the Book of Acts. They may have satisfied the men of their time, but to us, on account of their extreme brevity, they are most exasperatingly unsufficing. The modern metropolitan daily, with its wealth of details, its column after column of exciting happenings luxuriantly reported; its photographic illustrations which leave nothing to the imagination, has spoiled us. We want all our narratives after its vivid and voluminous style.

The newspaper of today is a great overshadowing institution. There is nothing like it. Nothing is in its class. No institution enjoys its vogue; none wield its influence. Its spell is upon everybody. For the modern man to be without his newspaper in the morning is to be in positive pain. A peculiar indescribable goneness goes with the privation. To have something happen and not know it, what is more irritating?

Now there is no institution which is so constantly and so greatly in debt to the newspaper as the church. Think of the free advertising the church receives, the many columns it is given in which to advertise its needs. No ladies' aid society is too feeble and ineffectual not to receive an occasional puff. No person is so inelo-quent that his tedious deliverances are not once in a while done into copy.

And yet, notwithstanding all the favors shown the church and her clergy by the press, how little appreciation of a tangible character does the latter receive from the former. Too often it is only criticism and attack. The ladies' aid society forgets that there are several subscribers who are not interested in their thrilling doings. The person who has preached what seems to him to be the effort of his life strangely forgets that the religious editor has a formidable rival in the sporting editor, who has just as greedy a circle of readers as his confrere. These representatives of the church sometimes are pettishly peeved when their unconscious efforts to swamp the paper with their contributions of news and sermons are firmly resisted by the religious editor. Instead of thanking him for what he is able to do for them, they berate him for what he is unable to do, and publish abroad the enmity of the secular press to religion.

Now, given a clean, honest newspaper, that gives the church and its affairs the attention they deserve; given a newspaper that stands for clean politics, humane business, decent living and the church should give it a lift every chance it gets. First of all, it should urge the members to subscribe for it.

Once more, church members should advertise in only the clean, wholesome sheets, and not in those that need a bit of chloride of lime to make them tolerable. Alas! how many good papers go to the wall because they lack the support of the people who should patronize their advertising columns. And finally, the good people of the church, including the clergy, should support the editors in every stand which they take for righteousness. How many preachers ever write a note to the editor when he writes a strong, noble editorial? I don't mean a note for publication, but just a nice little personal letter of commendation for private perusal.

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ADVERTISING BRINGS SUCCESS

Brookings, S. D., November 24, 1914.

The Brookings Commercial Club has demonstrated that it is safe to guarantee an expensive football game if **newspaper advertising is used judiciously** in securing a crowd. When the Club recently guaranteed the expense of the State College football game with North Dakota University on November 14th, "hobo day," a great many said, "It can't be done." But it was done, done up brown, by the following method:

Not willing to take any chances of falling down on a $1,000 guarantee, the advertising of the game was turned over to the club's publicity committee. This committee placed live paid advertising in twenty-six weekly and seven daily newspapers within a radius of seventy miles of Brookings. This advertising brought an enormous amount of inquiries and requests for seats.

The results were most gratifying. The football game paid out with a small surplus, in spite of the fact that the day was raw and unpleasant. Brookings entertained an enormous crowd of visitors, many of whom came by auto more than one hundred miles. The "hobo day" celebration and the football game were even more than claimed in the advertising, which by the way, is the secret of good advertising, (to deliver as much or more than is promised).

GEO. A. STARRING,
Publicity Department S. D. State College.

NATIONAL PRINTER JOURNALIST
A JOURNAL FOR PRINTING AND ALLIED TRADES

RAVENSWOOD STATION, CHICAGO, ILLINOIS

Entered at the Chicago Postoffice as Second-class Matter

BENJAMIN B. HERBERT - - Editor and Publisher
BENJAMIN S. HERBERT - - - - - - Associate

Official Paper of the National Editorial Association
Member Ben Franklin Club of America, Chicago Trade Press Association, Illinois Press Association, Order of Pica, New York State Press Association.
Published Monthly.

SUBSCRIPTION RATES—In the United States, Cuba and Mexico, $2.00 per year. Canada, $2.50 per year. Foreign subscriptions, $2.85 per year.

ADVERTISING RATES PROMPTLY FURNISHED UPON APPLICATION

CHICAGO, DECEMBER, 1914

The one essential in editorial writing and discussion is to get at the essentials, at the center truths and then clearly to analyze as the subject demands, with clearness and pointedness, without apology or circumlocution. Truth is eloquent and needs no apology.

* * *

The death of Robert Burdett—the Burlington, Iowa, editor and, later, the Los Angeles, California, pastor; the kind, loving author and humorist and the sincere, earnest minister—has brought sadness to hearts all over this land. He faced sorrows with smiles and duty with calm, unyielding purpose. He was great in the broadness of his human sympathy and hence was especially fitted for the two great callings in which he so usefully served.

The true preacher and the true editor have very much in common, for to both their work is sympathetic, helpful service to fellow-men.

* * *

Frankness is one of the greatest virtues of an editor, and when Governor-elect Ferguson of Texas, at a banquet to the members of the Texas Press Association, at Houston, the other day, asked the editors of the State to be frank with him, he only asked for the performance of a duty, that it should ever be the effort of newspaper men to perform with absolute fearlessness, conscientiously and honestly, having ever in mind loyalty to the calling and to all the people.

The honest Governor who can have the sincere, frank co-operation of all the newspapers of a State, as asked for by Governor Ferguson, will be a great and successful Governor.

* * *

A very decided improvement in the ethics of unionism was shown, the other day, in a resolution adopted by the Boston Typographical Union in Faneuil Hall. It, in substance, urged extraordinary economy by the members in the use of all office equipment and supplies, so that the burdens placed on the calling by the war may be as light as possible.

The Unionism that teaches carefulness and economy for the benefit of the business and for the good of the employer is broader, wiser and better in every way for all concerned, than the kind that, at times, has taught enmity to the employer and disregard of the interests of the business.

* * *

It seems difficult for the world to learn the lesson of Christian charity, and righteous, kindly judgment. Confidence is at the foundation of all national or international peace and of all business. These times have been made "awful" first through a war of accusation founded on ignorance, envy, jealousy and distrust which, fostered by demagogues and tricksters who seek position or gain, reputation or business, not through the promotion of good, the originating, exploiting and forcing into acceptance and practice of wise plans of government or business, not by useful endeavor, but by tearing down confidence in the political or business world, that they may benefit.

It is time for the press of the world to fight down such methods instead of being used as the instrument of those who fatten on attacks upon others.

* * *

Every indication points to a period of substantial prosperity in America. To the forwarding and broadening of this prosperity every American newspaper has an opportunity for service that will bring rich rewards. That this land should lead in all that helps the whole world to better conditions is manifest destiny. Every hamlet and every countryside, every town, city and metropolis has work to perform and every editor should study conditions, resources at home, and the world's wants and help in the work of production and supply.

The people everywhere need information, and, through furnishing proper information, the newspapers should become both promoters and conservators. Waste everywhere

should be eliminated at the same time that judicious, needed, profitable production is promoted.

We have had a dream of a great fraternity to be called by some such name, as Citizen Conservators of the World, so thoroughly organized, from neighborhood round tables of twenty-eight, up through representative bodies in cities, counties, States, Nations and all the World, that all wants, all needed production, all means of supply, of transportation and interchange; all needed equitable regulations, all rules of health and of disease prevention, and all economic and all other conditions, might be studied and understood and accurate information be promptly transmitted, through officers from the highest ranks to the fathers of each round table and to every person, at very little expense by means of the division of labor among the hundreds of thousands of men acting as free, patriotic agents working with little or no charge for the good of all.

The dream will, some day, become a reality, but, in the meantime, this work must be done and can be profitably performed by the press, as indicated by quotation printed elsewhere in this issue, from Editor James Keeley of the Chicago Herald.

Never before had newspapers of this country, from the smallest to the greatest, such another opportunity of serving—through information within the reach of all—their communities, cities, counties, States and the Nation and then, indirectly, the whole world.

The papers of the South are undertaking the work, in their States, of studying the question of the world's demand for cotton and showing what limitation, if any, should be placed on production and how greater profits and better conditions can be secured through diversified farming, at the same time preserving the fertility of the land. It has been pretty well established that the depending on one crop, in any farming section, tends in the end to impoverishment.

Here is one of hundreds of fields in which the newspapers can become vastly useful. The Government of the United States through U. S. consuls, agricultural, industrial, health and other departments, gathers a vast amount of information that is within the reach of editors for the asking, that now reaches very few in a way to be practically useful. The press can bring all that is useful of this information to every citizen in a way that will command attention and be immediately and practically useful. Besides, there are scores of other sources of information.

In order for America to do the service, command the trade and the position within reach, there must be information as to the whole world's wants and as to how most effectively, economically and profitably to supply these wants. "Forward Now" should be the working motto of every American newspaper-maker and printer. The newspapers and printshops are the great agencies of promotion today.

An era of prosperity, unequaled in the history of the Nation, is at hand and it is up to the publishers, editors and printers to perform the work that comes to them, in the very nature of their callings, and to become leaders and large sharers in this prosperity.

* * *

Now Yonkers, N. Y., has followed the example of Elgin, Illinois, and had a "Dollar Day," fostered by the press, and the News of that city, in telling of the great success, gives some edifying truths that it will be well for newspapers everywhere to impress upon their advertisers:—

There never was a better illustration or one more forcibly brought home of the fact that it pays to advertise than was the Yonkers Dollar Day, one of the most successful affairs from the standpoint of business ever worked out in this city.

Dollar Day crowds were drawn through the medium of newspaper advertising, and every merchant in the city must realize that the people are willing to come out and buy when they are assured of bargains and when they are told where to get them and when.

Advertising will bring the people, but it is up to the merchants to deliver the goods.

Evidently, the merchants in Yonkers did deliver the goods, because everyone appears to be well pleased, both the purchaser and the storekeeper, over the results of the great Dollar Day in Yonkers.

The merchants who are in the forefront of business in Yonkers are those who are continually advertising and boosting their business.

No other method is so effective as the columns of the newspaper of general circulation.

The people in the city like to patronize home stores, and we know that the more efforts are made to prove to the people of Yonkers that they can buy as cheaply in Yonkers as they can in the greater city to the south, the greater the profits of the merchants will be.

* * *

Biggers The Printer

Houston, Tex., November 26, 1914.

National Printer-Journalist, Chicago, Ill.

Gentlemen:—It occurs to me that this is a mighty good time to let you know that I appreciate business you have given me.

This has been a good year with me, and you have helped to make it so.

I thank you, and hope our relations may continue as pleasant for many years to come.

Yours truly,
BIGGERS.

A Newspaper's New Home Talk

On January 1st, the Detroit Times, "Michigan's Clean Newspaper," is to move into a new home of its own. The building is commodious and is in Detroit's new and greatest business center, instantly accessible to five of the leading traffic streets to the postoffice and the Michigan Central Station. Every condition of publication will be improved.

Two new quadruple presses, furnishing in combination octuple capacity, are being built for the Times by the Duplex Printing Press Co. of Battle Creek. They will print hourly 50,000 16-page papers and 25,000 32-page papers.

The presses will be the first of the metropolitan type of tubular presses put out by the Duplex Company. They will be the first presses of low-down construction, operated entirely from the floor, ever seen in Detroit.

With the carefully arranged, greater and up-to-date facilities, the paper will be enlarged and improved. We heartily congratulate Editor Schermerhorn on the progress in the development of his clean, dependable newspaper, the auspicious ending of its fourteenth year.

We were especially pleased with the talk in the issue of November 19th, on the moving into the home, by reason of the valuable and inspiring thoughts and suggestions contained therein, as follows, which will be found of interest, profit and directly and practically edifying to the readers of the National Printer-Journalist:—

The coming new year of our Lord will find the Times in a big and handsome home of its own.

We have long advocated home-owning for the individual as an incentive to a better and more responsive citizenship.

We are in hopes it will work the same way with a newspaper, and give us a new inspiration and help to keep our interests in the right place.

Located on Bagley Avenue, right at Grand River Avenue, we will be in the new heart of Detroit.

It is a good thing for a newspaper to keep close to its city's heart and its city's heart throbs.

You will find us unchanged in our new home, except that we will be bigger and hope to be better.

We do not intend to be selfishly all taken up with our new home, but will continue our interest in all other homes.

We intend that this interest in other homes shall be deeper, if anything.

In other words, on moving day we intend to take good care that none of the policies by which we have been guided in making a newspaper fit and safe for everybody to read, is left behind.

In our new quarters, on and after the new year, we will continue to be at home to the forgotten man; the man with sweat upon his brow, who so often goes unheard and unheeded in his place in the ranks of middling folk.

We will take the column "Let the People Rule and Write" with us.

We will continue to be at home to the worker, whose well-being means so much to our city, but we shall still continue to be at home, also, to the employer, whose well-being means so much to the workers.

We intend to take with us, over to the new building and our home, the conviction that the interests of the employer are the interests of the worker, and that all of our interests are interwoven.

We will still be at home to fair play and the square deal.

When things are in shape to throw open the door of the reception room, we will still be at home to honest and legitimate advertisers and will continue to be not at home to the other kind.

We will continue to provide company for honest and legitimate advertisers that they will not have to be ashamed of and make excuses for.

We will be at home to advertisers who are careful of the company they keep.

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ENDORSE MISSOURI SCHOOL OF JOURNALISM

The Missouri Press Association, at its recent meeting in St. Louis, adopted this resolution regarding the School of Journalism:

"The Missouri Press Association rejoices in the success of the Missouri School of Journalism and regards it as a gratifying part of the endeavors of the association. Under the directions of a past-president of our association and receiving the unstinted support of the editors of the state, individually and collectively, the School of Journalism has more than justified our promise in its large accomplishment. We accept the verdict of the journals of other states and of other universities, which have paid the most gratifying acknowledgment by the establishing of similar departments.

"The association accords continued support in unstinted measure and would urge liberal treatment that the school may increase in influence and effectiveness each year."

Printing as a Serviceable Profession

Charles C. Cargill of the Cargill Peninsular Printing Co., recently gave the Detroit, Michigan, News some useful and somewhat inspiring thoughts as to the advanced position taken by printing of late years, in the fields of service of intellectual and professional character. Among other things he declared:—

"Printing as an art will endure forever—as a profession it is in its infancy." This classing of printing is somewhat new and prophetic. It is an encouraging view as enlarging the field of every printer.

The professional printer can find alike opportunity in the smaller as well as in the larger city. The fact is that our smaller cities have developed our ablest professional men and our greatest statesmen. The reason is that there is more opportunity for study and thought, a nearer touch with people and all their needs, a greater necessity, as well as opportunity, for the use of the wits, for constructive work, than in the great cities where there is more business, a greater whirl of engagements and of work.

The professional printer is not confined to the boundaries of his own community or city any more than are great surgeons, lawyers or physicians. Some of our most successful printers, who serve great business and manufacturing concerns, are found alike in both large and small cities, but of later years have developed most rapidly in the latter.

Mr. Cargill's company is not confined to service to Detroit or to Michigan, but has served many of the Nation's larger users of commercial literature from coast to coast.

There have grown up great establishments furnishing advertising specialties in many of the smaller cities. Among those that occur to us as we write are the great Coshocton, Ohio, concerns, and the Red Wing Advertising Company, of which C. S. Sultzer, for five years connected with this journal, is President. These find business in every section of the Union.

Then there are numerous other companies that are not so much to be classed as general practitioners, manufacturing printing adaptable to all general lines, but professional specialists, who take any individual business, make special study of its advertising wants, treat each individual concern as a special client, make a direct study of the special literature needed and give complete service—as does the Cargill-Peninsular Company—from conception to delivery of the needed products.

The first great advertising specialty concern at Coshocton originated from the desire to keep an idle press busy. The proprietor put his brains to work and from a job printer, taking such work as was brought to him, became a general, professional practitioner of printing. Brains and study, not the location, are the essentials to success. As indicated, Mr. Cargill's company practices individual salesmaking advertising literature and he gives honest service as the road to profit and in order to do this, one must know, must understand. He states:—

"If one man can be of service to another—there lies the real selling argument. One of the things this company has for sale is the production of sales-making advertising literature. And what I mean by honest service is that—if after analyzing a firm's selling problems we are convinced that we cannot give real assistance we say so. And I know from personal contact with the men of high ideals in the printing world, not only in Detroit but elsewhere, that they too are working along the same lines.

"Service-produced advertising literature pays—its use is an economy. This has been proved to the satisfaction of manufacturers by the results obtained. These results are due to the word-production of men whose minds have been trained especially to meet the producing and marketing problems of modern times, specialists who have made typography a life study and whose achievements in printing have resulted in commercial success for the user. They are men whose clarity of vision enables them to see things from the prospective customer's viewpoint. They have learned by years of study and experience the application of scientific merchandising methods. They possess knowledge which enables them to plan and produce advertising literature which builds business and a reputation.

Co-operation Invaluable.

"Manufacturers who have given their catalogs and other advertising literature the same consideration as their general publicity and manufacturing methods, have quite recently made a discovery. They have found that the co-operation of the modern printing organization is as valuable to their business as the plans of their engineers or the advice of their lawyers.

"Or, to put it in another way, they have discovered that printing has become a profession. They have learned that in printing there is character and that advertising literature is capable of reflecting as much character as the salesman who sets the pace. They have discovered,

too, that advertising literature possesses the power to make impressions in the prospective customer either for or against a business.

Three Kinds of Printers

"A national advertiser recently made the statement that the professional printer of today must know modern merchandising; that the printer must not only be a thinker who has the knowledge and ability to plan a complete advertising and selling campaign, or assist in this work as conditions demand, but must also be a doer; that the modern printer must have the organization and equipment to produce the kind of advertising literature a campaign requires whether it be exploiting motor cars or garden tools."

All that is true of the modern, professional printer is alike true of the professional newspaper maker, who must make his advertising columns valuable to his advertisers, as well as to his readers, and profitable to himself, in order to secure usefulness and success. All success depends on honest, intelligent, satisfactory, productive service. This kind of service commands attention and brings business regardless of one's location.

* * *

The Quill

The advance that has been made in education for practical, professional journalism, has been pleasingly brought to mind by an object lesson in the shape of a copy of No. 1, Vol. 3, of The Quill, "a fraternity magazine devoted to the interests of newspaper men in college and in newspaper life."

It is the official publication of the "Sigma Delta Chi," an honorary fraternity of which, by the end of the year, there will be twenty-five chapters, one in each of the twenty-five leading universities of this country.

To the editor of the National Printer-Journalist these facts bring special gratification and cheer, when remembering the doubtfulness with which his first plea for a school of journalism, and for departments of journalism in the leading collegian universities, was received, even among friends in Minnesota, when first proposed in July, 1884.

However, the idea was not long in taking hold upon the minds of progressive editors, and in 1886, in response to a like appeal before the National Editorial Association at Cincinnati, the delegates to that organization, from twenty-six States, pledged themselves by resolution to the plan, and since then the progress has been such as is represented by this magazine of the fraternity of the students of journalism and has been much greater than could then have been expected.

The schools of journalism are not only doing noble work in preparing young men for this responsible calling, but are helping the cause of higher education and adding to the useful, worthy fame and efficiency of the universities in which they have been established.

Will. Green, of the University of Chicago, the Business Manager, writes: "The next issue of The Quill will reach 1,000 newspaper and magazine men and students of Schools of Journalism. In addition to that, it will go into the libraries of all important press clubs, universities and colleges. Ninety-five per cent of the direct circulation is made up of literary young men, whose training appreciates and demands the most advanced methods."

The magazine contains sixteen pages in covers and gives very much that will be of interest and value to students of journalism and especially to the members of the Honorary Fraternity, which it represents, and we agree with the claims of an editorial by the President, that "The Quill should lead the magazines published by the college fraternal organizations."

* * *

Newspaper Men's Political Victory

The recent political campaign in Kansas was very largely a newspaper men's fight. Arthur Capper, owner and publisher of the nine Capper publications, was the successful candidate for Governor on the Republican ticket. Henry Allen, publisher of the Wichita Beacon was candidate for Governor on the Progressive ticket and Victor Murdock of the Wichita Eagle was candidate for United States Senator on the Progressive ticket. Mr. Capper was elected by a plurality of 50,000, and is the first native-born Kansas to be chosen Governor. His entire life has been spent in his native state, with the exception of one year in his "cub days" as a reporter on the New York Tribune, and one season in Washington as correspondent for Kansas papers. He began his newspaper work as a printer's devil at the age of 13, and set type as a journeyman printer on the Topeka Capital—the paper which he now owns. He began his business career by purchasing the North Topeka Mail, a weekly paper of 700 circulation which he afterwards combined with the Kansas Breeze, making the consolidation the foundation for the Farmers Mail and Breeze.

Mr. Capper is one of the most modest of men, quiet and unassuming. He has won his way in business and in politics by suasion rather than force. The people of Kansas are counting on a strictly business administration during the next two years.

"Flashlights of Public Men"

Newspaper makers find it in the line of duty to tell of public men and their doings. The getting close to men who are seeking public office, serving in public positions or doing things that affect, beneficially, the great public or large numbers of people, is wise and profitable and the duty and pleasure of newspaper makers. Much of misjudging in this world comes from lack of knowledge of men and their real characters and motives, while the knowledge of the truly great is to achieve greatness.

Joe Mitchell Chapple of the National Magazine of Boston, commenced life, as a newspaper man, in North Dakota, followed the calling in Wisconsin and then entered the magazine field in Boston, and all along, his study has been of men. He early conceived the idea that knowing and associating with men who had done things was well worth while. All who have read the National Magazine know that no other man of the Nation has formed so broad an acquaintance with men who have attained in the political, industrial and commercial world.

His "Washington Notes" are rich with views of men prominent in governmental affairs, but he has not limited his acquaintance to men in political life in the Nation and in the different States, but has cultivated the acquaintance of leaders in the other walks of life, and written entertainingly and inspiringly of their lives and accomplishments.

Often a big farmer receives attention, then some great manufacturer or electrician and on through the bright roll of those who, more than the politicians, have accomplished work in their various fields that has made this Nation great and blessed in all things that have contributed to human well-being, comfort, security, prosperity, health and independence, and to progress in education, in the arts, agriculture and manufactures.

He has put in practice the thought that the greatest study of mankind is man and has invited the people to his school. Recently he has been getting into more direct, personal contact with some of his learners in his large school for the study of men worth while.

On November eleventh he talked before that enterprising body of members of the Cleveland Advertising Club on the topic heading this article: "Flashlights of Public Men."

Mr. Chapple is known to members of the Ad Clubs as well as to members of newspaper associations all over the land and there are few conventions of the promoters of publicity or of the evangels of news where his voice is not heard and where his enthusiasm, his active intellect, his great energy and vitality, are not welcomed as a helpful, enlivening factor. He has grown in thought and breadth with the years and now just in the prime of life, it is to be hoped that he has before him many years of ever-broadening usefulness.

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A Model Newspaper Man's Working Principles

The following statement by James Keeley, Chicago Herald, of his belief as to the province of the modern newspaper cannot be too frequently printed or too often read and acted upon by newspaper men everywhere:

"I believe that the real newspaper has outgrown the looking-glass stage as the sole object of its existence. The big development of the modern newspaper will be along lines of personal service. The newspaper that not only informs and instructs its readers but is of service is the one that commands attention, gets circulation, and also holds its readers after it gets them. The newspaper must be of service today, not only in politics and morals—not only as it has been in the past in fighting the battles of the people against tyrants and in holding them in check when they have been tempted to revenge outrages, but it must be of social service. It must not only plead with the people to swat the crook, but must also urge them to swat the fly. It must not only help in fighting for a clean city, but must aid the clergy and others in the fight for a clean home. It must not only teach patriotism, but must show the folly of the annual massacre on July 4—a slaughter doubly horrible because it is done in the name of patriotism. It must enter into the everyday life of its readers and like the parish priest, be guide, counselor, and friend. I have often thought that a newspaper can most closely realize its real mission the nearer it comes to attaining the ideals of the parish priest and the clergyman in his ministrations to his flock. And the newspaper's flock is often numbered in the hundreds of thousands.

"This belief of mine I have tried to put into practice, and the results, I don't mind telling you confidentially, have been extremely satisfactory, financially and otherwise."

The newspaper calling is one of service, today, to all the people and those newspaper men who have failed to grasp the fact, or who have been unable to keep in active sympathy with all the people, have failed.

"Prevention of Waste"

Economy and Security and Better Service through Advertising

In an address at the banquet of the Upper Des Moines Editorial Association, Mr. John Lee Mahin, of the well known and successful advertising agency in Chicago that bears his name, gave three important factors that enter into all advertising that prove alike serviceable to buyers, the public and the advertisers.

His topic was "Prevention of Waste" and it may be laid down as a broad proposition that there is no agency of modern business that is so effective in the prevention of the waste of products through getting goods or manufactures to those who need or can use them profitably, at the time of need and without deterioration or loss.

The earning through advertising is often very strikingly illustrated by the want or classified ads department of a newspaper. Mr. Mahin called attention to the saving through the increasing of sales. Large sales make for lower prices and the improving of the quality of the goods—the giving of the greatest service to the largest number works to the benefit of all buyers. Advertising is used by manufacturers, wholesalers and retailers as the efficient and economic means for increasing sales and intrenching themselves among buyers.

"Because of advertising the consumer is better served because he gets the benefit of the superior quality that the advertiser invariably furnishes.

"Advertising fixes responsibility upon the advertiser and saves time and labor for the salesman, because he finds his customers with their decisions largely made up.

"Another phase of advertising to the public at large—a phase which is often overlooked, but is none the less a most important factor—is that our great daily newspapers are sold to their subscribers at a price that would be impossible if the advertisers did not produce so large a portion of the revenue enjoyed by the publishers.

"The publisher does not keep all of the profits which advertising brings to him. He gives a large part of them back to his subscribers in a better and broader news and editorial service and also in a much lower subscription price than would be possible if no advertising appeared in his columns."

These are wholesome thoughts and convincing facts that it will pay all newspaper and periodical publishers, constantly, to bring to the attention of both the advertisers and the readers—the prospective buyers who are benefited by the advertising instead of being charged therefor.

* * *

Why Newspapers Want Clean Advertising

The Daily Express of Buffalo, N. Y., is a most excellent newspaper. We often have had the opportunity to read its clean, bright pages while visiting that city and have heretofore had occasion to commend its unique column of condensed news brevities which gives the substance of what is to be found worth while on the different pages. It is splendid in this regard for the busy man but, more than all this, it is clean and reliable. Its ideas as to advertising are in harmony with the high character of the paper as witnessed by the following from its issue of October 31st:—

"The newspapers are finding it too expensive, both in finances and in reputation, to allow shady offers to mingle with the reliable advertising in their columns.

"The readers want clean advertising because then they do not have to take up their newspaper with the attitude of being on their guard. They want a trustworthy paper, one that will not betray their faith for the purpose of making profit. They want advertisements that they can rely on as well as news that they can have no doubt of.

"The advertisers—that is, the great mass of steady and reliable, honest advertisers—want clean advertising, because every deceptive advertisement that is printed takes just so much away from the faith in which the other advertisements are received. One rotten egg makes the housewife suspicious of the whole dozen. One bad advertisement detracts from the value of every other advertisement in the paper.

"The newspapers are getting to want clean advertising because both of their sources of profit—the readers and the advertisers—want clean advertising. Besides, the newspapers desire that the news they present shall be received with full faith. This is impossible when the reader isn't allowed to believe the other half of the paper, the advertisements.

"Everybody wants clean advertising—everybody except the dishonest advertiser. The majority is too large. We are certainly going to have clean advertising."

Advertising Possibilities

Mr. Andrew L. Demlin tells in a copyrighted article in the Houston, Texas, Post, of November 1st, how an Iowa clothier built up a fifty thousand dollar business in a city of four thousand population. He first conceived that which the National Printer-Journalist has frequently stated, that the trade of mail order houses is secured by liberal and effective advertising.

He knew that he could furnish as high a class of goods at as low prices as could the distant large city establishments. The only problem left then was to reach the people, gain their attention and convince them of his entire ability to serve. He found the parcels post, by reason of the shorter distances and the lower rates, was more favorable to his establishment than to the stores in the distant cities.

He wisely turned to local papers in his section of the State as the best means to get a hearing by buyers. He took large spaces and filled the same with informing, convincing statements that aroused an interest. He secured a list of prospective customers, studied their wants and advertised his ability to meet these wants. He got in close touch with the people and won their entire confidence.

His advertising in the newspapers ran up to $2,400 a month, while any one of his local competitors would have considered $200 a year for newspaper advertising a large expenditure. His advertising was convincing proof of his faith in his store, in his ability to make good and in the people as buyers.

The old Bible, Proverbs 11:24, declares: "There is that scattereth and yet increaseth; and there is that withholdeth more than is meet, but it tendeth to poverty." There is nothing so foolish as showing lack of faith, or the display of poverty in one's advertisements.

* * *

The Editor's Efficiency

At the Convention of Indiana Associated Weeklies held at Indianapolis, efficiency was discussed from man angles. When the editor-proprietor was under consideration, the conclusion was reached that his greatest efficiency consisted of his ability and success in harmonizing himself and the community in which he publishes his paper so that there may be perfect co-operation for the good of the community and for the good of the newspaper proprietor. J. F. Warfel, of the Ladoga Leader, president of the association, presided at the meeting. Ora McDaniel, of the Morristown Sun, is the secretary.

What Is the Matter With the United States?

By Herbert N. Casson, in December Associated Advertising

"What is the matter with the United States?"

As I have been residing in London since the beginning of the war, I have been hearing this question asked on all sides. I have never heard any satisfactory answer. No one seems to know.

Why are the American factories not running night and day? Why are the railroads not opening up new territories and getting ready for the millions of immigrants who have already made up their minds to leave Europe as soon as the war is over?

Why are there not fifty American drummers in London right now, trying to sell $200,000,000 worth of American goods in place of the goods that were bought last year from Germany and Austria?

Why have advertisers become quitters, just at the time when their advertisements were most needed and most effective in cheering on the business forces of the United States?

From the European point of view, the United States is a haven of peace and security and prosperity. It has no troubles that it dare mention to Belgium or Austria or France or Germany or Servia or Great Britain or Russia.

Every tenth Briton has enlisted. Every tenth Frenchman is at the front. Every tenth Belgian is dead. What does the United States know of trouble?

If I could afford it, I would charter the Mauretania and Lusitania, and convey a party of 5,000 American Advertisers to Europe for a trip of education. I would give them a week in London, a week in Paris, and a week in Antwerp.

I would let them look at the United States from the scene of war. I would give them a look at REAL TROUBLE. I would let them see trains, ten at a time, five minutes apart, packed with the maimed and the dying.

I would let them hear, from fragmentary survivors, the incredible story of battlefields 150 miles wide, and armies that are greater than the entire population of Texas.

I would let them see graves 100 yards long and full, and Belgium, the country that was, nothing now but 12,000 square miles of wreckage.

Then, when they began to understand, to some slight extent, the magnitude and awfulness of this war, I would say to them:

"Now go back and appreciate the United States. Realize your opportunities. Don't start digging trenches when nobody is firing at you. Don't fall down when you have not been hit. Don't be blind to the most glorious chance you have ever had in your life.

"Go back and advertise. Get ready for the most tremendous business boom that any nation ever had. Build your factories bigger. Train more salesmen. Borrow more money. Go ahead, and thank God that you are alive, and that your family is alive, and that you are living in a land that is at peace, at a time when nearly the whole world is at war."

Political Advertising

Who would have believed ten or twelve years ago that the time would ever come when candidates for public office would be allowed to purchase advertising space in newspapers of an opposing political faith, in which to present arguments why they should receive the support of the voters of the community?

One of the significant facts about the campaign now drawing to a close has been the appearance of many such advertisements in what were formerly hide-bound party organs. Most of us can remember when the editors of such newspapers bitterly opposed the election of any candidate, no matter what his character and standing might be, if he was not of the political faith to which it was committed. All considerations of decency and fair play in the treatment of such candidates were ignored. Their names were never mentioned except in a most contemptuous manner. If an exhaustive inquiry into a man's career did not reveal anything to his discredit, reporters and editors were instructed to invent something that could be used to bring about his defeat.

What has worked the change that has come over the field of political journalism so that now the candidate for office is no longer treated as though he was a villain of the deepest dye, if nominated by the opposing political party?

In the first place there are mighty few of the old-time political organs left. Newspapers are now more independent, broader-minded, and freer to express their honest convictions. Formerly those committed to the support of the Democratic or Republican causes did not dare to criticize the nominees of their own party for fear that they would arouse the antagonism of party leaders and thus lose a certain amount of political patronage that was given them as a matter of course.

Today, a newspaper may be Republican or Democratic and yet not be controlled by, or forced to carry out the schemes of the bosses of either party. The publisher no longer ki-tows to them. He stands on his own feet. He will not lend his influence to secure the election of any man for office, if, in his judgment he is incompetent or unworthy of the place. Instances innumerable could be cited in which newspapers have repudiated party nominees because they believed that their election would be detrimental to the people's best interests.

Another reason for the change lies in the adoption of a higher standard of political and business ethics by the entire press of the United States. The day of personal journalism is well-nigh spent. Editorials now express the views of the newspaper in which they appear and not those of any one person. With this change has come a notable broadening of view in the handling of public questions. The tendency is to support men and measures that will be of benefit to the public at large rather than to a party or clique. More than ever before the editors realize their deep responsibility to the people they serve.

The newspaper that is living up to its opportunities today is the one that regards itself as a forum, open to all, for the discussion of topics in which a majority of the people are interested. That is why candidates of all political faiths are allowed a hearing providing they use the advertising columns in which to set forth their claims. To this course there can be no valid objection. People today declare their right to do their own thinking and therefore insist on being allowed to examine arguments both for and against any candidate for office before casting their ballots on election day.—Meriden, Conn., Record.

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Advertising Is Sign of An Inward Grace

"The most accurate answer that I can give to the question 'what is advertising'," is a sentence I learned as a small boy in Sunday School, that advertising is "The outward and visible sign of an inward and spiritual grace," says Charles E. Buck of the Hupp Motor Car Company.

"There is nothing mysterious about advertising. It is just news—commercial news. Every successful advertisement is as interesting and important to a certain number of people as the most intense item in the live columns of any publication in America. It gives them just as much information on the article in which they are interested at that particular moment. Advertising that has no news value, and consequently does not interest, is not advertising it is waste.

"But advertising—with all its importance and value as the quickest and shortest cut to public approval—is only one factor in the success of any nationally advertised product.

"Coupled with the advertising must be a product which is the best that money, science, manufacturing facilities and honor can produce. No matter how good the advertising may be, it cannot long sell a bad product or one that does not contain all that is best in its particular field.

"Advertising has done more to raise the standard of advertised goods in every line of business and to increase the quality of the non-advertised products in the same field than any other commercial influence known.

"And by advertising, we mean a continual flow of commercial news. There is nothing so live and reeking with interest as today's newspaper, and we go to bed anticipating the news of tomorrow's publications. So, to reap the best news value of any advertising, we have got to keep before the group that is interested in our product just as often as conditions allow.

"The public realizes this is a sub-conscious way, and without analyzing it, knows that a product that is nationally advertised year after year has got to make good every promise and claim the advertising makes, or build an army of dissatisfied enemies that all the printer's ink in the world could not overcome.

"You and I are today reading the advertisements of certain articles we anticipate purchasing sometime in the future. In a great many instances the actual sale is made months before the money changes hands. It is made purely through the interest and confidence the manufacturer's 'news' has given us in the article we would probably never have known if it had not been for the daily press.

Thus my answer that advertising is the "Outward and visible sign of an inward and spiritual grace."—Pittsburg Gazette-Times.

The Editor's Christmas Sermon

CHRISTMAS, while a religious festival, means more to the newspaper-makers and printers of the whole Christianized world, than does any other day of the year. The day teaches and emphasizes human sympathy and service to all as exemplified in the life and proclaimed in the teaching of One who placed above all else the brotherhood of man, the Fatherhood of God, love for and service to fellow men.

The editor or printer today who does not hold these principles and practice them is a failure. Let him who would be the greatest be the servant of all. The newspaper-maker and printer must serve all. The Christmas time brings people nearer together and from the newspaper and the printing office go forth the kindliest of sentiments. A new life and a kindlier spirit is manifested in advertising and printed matter as well as in reading matter—news and editorial. There is new hope and new life—an increased business that is filled with the joys of friendliness and giving.

It may seem inconsistent to preach about Christmas—the day set for commemoration of the birth of the Christ—when half of the Christian nations of earth are engaged in deadly, unrelenting war, but He who taught love and peace founded on righteousness, declared, "I came not to send peace but a sword."

The Christian soldiers of the past have done highest service for righteousness, for justice, liberty and ultimate peace. It may be a mystery beyond finite understanding, but offences and wars must come, though there may be woes upon all by whom they come. We have followed in the track of a cyclone and seen where homes have been destroyed and where innocent children, the inmates of an orphanage—home of the fatherless—have been killed. We have wondered how the God of the Fatherless could permit such destruction by the storm, but have not doubted in the least the benevolent laws that govern the elements.

The present war is terrible, but no one who is broad enough to sympathize with all men and all times and to interpret as well as to publish abroad the bloody deeds of men, but must find useful lessons and ultimate good, even in such a world war.

To us it means the wiping out of un-Christian errors that have come down from ages of heathenism, of unbelief, tyranny and despotism. The selfish pride, narrowness, envy, jealousy, distrust and the domineering spirit of princes, kings, emperors and of the people must be overcome and destroyed. The lessons of mutual interest and dependence must be learned. Professions must be made true, working beliefs, actuating life, not mere theory and philosophy.

It is wonderful how general is the feeling that this war will result in world peace, which can never come while the wrongs, that cause strife and all evil, remain in men's hearts and theories.

Men and nations seek first their own good, their own safety; and fear had a large part in bringing on the present war. It was not altogether fear on the part of rulers that they would lose their thrones, though we believe, however unconsciously, that this had a large part in causing the strife, but there was, still more, the fear of the loss of national opportunity, precedence and power.

Already the higher ideals are being awakened in men's minds. There is a clearing away of errors and a broadening of views. Nations that are not involved and are not blinded by the passions of strife, or the lust for power and glory, are being awakened by deepest human feelings and sympathy. National peace, liberty, justice and righteousness are more highly prized than ever before. All are learning of the devotion and unequaled heroism of men of enlightenment, whatever their race or nationality.

Those who are risking their own lives and taking the lives of others are showing, to no small degree, regard for the very principles which their warfare seemingly sets at defiance. There is a kindness toward and care for wounded enemies, that shows that as passions cool and reason returns, the feelings of humanity are asserting a kindly sway. The Christmas spirit is being felt on the fields of carnage.

There is evidenced an anxiety, too, for justification before the world, that augurs for good. This is not wholly without the influence of that higher human regard, sympathy and love coming with the Christmas time and being especially manifested by this great Republic.

In olden times Jason sailed the seas in search of a Golden Fleece. In this year of 1914 of the Christian Era, the ship Jason has become a Christmas ship bearing gifts of love and holy sentiments glorified by the memory of the Child of Bethlehem—to children of distant lands put in need and sorrow by terrible war.

The fatherless and the widow are to be clothed, fed and rejoiced by those who without Christianity would be counted strangers and enemies.

We are glad that the idea of this Christmas ship was that of the editor of a daily paper near the center of population of this Republic and that the work of the newspaper—in which the press and people from Ocean to Ocean and from the farthest Gulf to the Great Lakes, earnestly and heartily co-operated—filled this ship. It carried across the seas, in practical form, the sentiments of the song of the angels on the plains of Bethlehem—"On earth peace, good-will toward men."

The Christmas Ship with its precious burdens and the other ships loaded with food for the hungry—contributed not only from a great fund provided by a wealthy and provident benefactor to whom this country of liberty and boundless resources gave the opportunity for acquiring great riches, but from the contributions of the free people everywhere who have denied the privilege of the customary gifts so that they might contribute to the suffering whom they have never seen or known—must teach the world lessons of high Christmas and Christian ideals. Those who are at war should be shamed into a lasting peace and should come into the greater wisdom and the better mind of peace, kindly good-will and co-operation for the well-being and upbuilding of each and all.

Editor Capper, the newly elected Governor of Kansas, has recently declared that it is within the power of the press to drive vice from America. It is to be hoped that this is so and that American newspapers will realize and exercise the beneficent power. It is not too much to believe that the united press of the world, in the face and by the aid of the terrible lessons of loss and destruction of this war, may be able to drive out all war and usher in the looked-for era of world peace, when righteousness shall cover the earth as the waters cover the mighty deep, and God through the agency of wise arbitrations "shall judge among the nations and shall rebuke many people; and they shall beat their swords into plowshares and their spears into pruning hooks; nation shall not lift up sword against nation, neither shall they learn war any more." Dreadnoughts and cruisers and all the navies shall be transformed into merchant vessels carrying the products of peace to all peoples.

There never was a more opportune time than the present for the press to preach the Christmas ideals and all that they mean of comfort, plenty, peace and joy to all mankind. Men's consciences are awakened by suffering and their hearts are made tender through sorrow, as well as through sympathy, and they are brought to a teachable attitude and a desire for all that tends to betterment.

When the National Editorial Association met at Cincinnati, in 1886, it was declared that had it been organized twenty-five years before the war, there would have been no Civil War in this country because of the better understanding and closer acquaintance and friendship among those who furnished the information as to the views, lives, motives and conditions of those in widely separated sections of this Christian land.

It is time that all newspapers of the world got close together, strengthened each the other and formed a republic of knowledge, power, interest and influence that will help to a broad republic of nations and a congress of the world, composed of men supremely great, wise and good.

* * *

During the War for the Preservation of the Union, the thought of the lines:—

> "We are living, we are dwelling
> In a great and awful time,
> In an age on ages telling,
> To be living is sublime."

was very prominent in the minds of the people and often repeated and eloquently enforced. One Nation only was then involved in strife to maintain National Unity and, incidentally, to establish universal liberty.

Half of the civilized nations of earth now are involved in war to establish political supremacy or to secure commercial advantage, but it matters little what the issues "the time" is made "awful" and "sublime" by the greatness, extent and terrible horrors of the struggle. It becomes important to study the "why" that the lessons may be learned and like calamities may be avoided in the future.

To our mind, the great cause underlying all others is distrust, one of the other, that has been caused by accusations and counter accusations for many years past. Business has been largely injured in like manner in this country and political upheavals have been brought about by like process, with no benefit to any one.

A Christmas Message to Printerdom

OF ALL the Festivals which the Changing Seasons bring, Christmas is the one which Printerdom can most fittingly claim as its own. If our hearts are atune to the angelic chorus which heralded the birth of the Babe of Bethlehem; if our spirits have the vision to see Him as the Great Teacher, the Healer of disordered souls, the Deliverer promised from the foundation of the world—then indeed shall we rejoice in His Nativity, and proclaim the day as one Divinely set for our observance.

But whether or not our vision reaches thus far, the day is still ours in a peculiar sense. Even if we see no other significance in the Birth of Christ, we must at least acknowledge the large part which His followers have had in developing processes for reproducing the written word. The Revival of Learning, as the cloud of the Dark Ages lifted, was coincident with a revival of zealous Adoration by the Wise Men of the time. And as they studied Holy Writ, and learned from it to know Jesus as the Light of the World, they longed for some means of distributing the Word more rapid than the laborious hand copying of the religious brotherhoods.

The zeal of Christian Evangelists was father to the Art of Printing. The first Books were Bibles, the first printed pictures portrayed scenes in the life of Him whose birth we hallow on Christmas Day. It is indeed a Wondrous Story, however great or small the faith with which we read it. May it bring perfect joy and contentment to the hearts of all Printers.

This is my Christmas Message to Printerdom

E. S. H.

The Independence and Service of the Press

Declarations of Principles Suggested for Republication in Home Papers

The mission of home or local newspapers is to bring the community served to a realization of itself—its social, church, industrial, commercial, educational, political and other activities, advantages and interests. To this end the newspaper must be entirely independent of **partizanship, creeds** or **denominations,** class, selfish, personal or corporate interests or cliques.

It must be for **all the people, all the time,** with no favorites, but with a controlling policy of serving each for the good of the whole community and for the advancement of all the legitimate, worthy prosperity and wellbeing of every individual. In this work and to the accomplishing of the useful service had in view, each and all must be permitted **a fair and equal hearing** and alike unprejudiced treatment.

The home newspaper must recognize and publish the news of the good and promotive work of each and all and must tell of all the activities—of all those things that concern all groups and individuals to such an extent as to be the concern of others. The newspaper, though its work is a sacred ministry to its people, is **neither a detective nor a preacher.**

It teaches and inspires through the record and publishing of the current history of good or worthy acts, aspirations, undertakings and accomplishments for worthy ends, rather than through searching out and making public the evil things, for "evil communications corrupt good manners" and good morals.

It is the province of the newspaper to suggest, recommend and commend all that is desirable and that is of good repute, but it can **not** take sides or become partizan or clanish, and, while it becomes its duty at times to condemn wrong doing, this must ever be when in the interest of all and **never with a view to the attacking of any individual, party, denomination, church or other organization** that has worthy objects and is not dangerous or injurious to the community.

Experience and observation teach that there is good in all and even if an evil deed must be censured, it does not follow that the evil-doer should not be commended for his good and worthy acts. No worthy newspaper man will fail to publish the good deeds of his bitterest opponent or enemy.

While the newspaper must be ever devoted to an unprejudiced record of the truth, of the events and purposes as they appear, it does not follow that its pages should not be open to the statements and opinions of its readers. It should be a **free forum,** open to all views and all discussions and presentations of acts and opinions, that have the best interests of the community and of its members to serve and that are **presented in a fair, open, courteous manner without malice** or any private or unworthy object to subserve and that are signed by the responsible writers thereof.

No newspaper can rightly permit any secret, malicious or unjust attack upon any individual or group of individuals, associations, parties or churches. The **newspaper cannot be asked to shoulder the views or claims of others;** besides this, readers are entitled to know who is back of every claim, view or charge, and everyone seeking the press for public expression should be glad to back what he has to say or write with his own name. Anonymous articles have little weight and generally create suspicion. No one loses anything by coming out in the open, if he is honest, believes in his cause and is just, fearless and truthful in his assertions.

For the paper to take up the cause of one party, one church, one clique, or one individual against another would be to destroy the newspaper's reputation of fairness, lessen its influence and in the end, if such a course were persisted in, to destroy the newspaper itself, bring it to ruin or bankruptcy.

Of course, the editor must hold himself responsible for all that is published as editorials or news and if mistakes are made it is the editor's duty to make correction at once, gladly, fairly, honestly and fully. There is no disgrace in an error or mistake—for "it is human to err" and almost impossible, in the hurry of news gathering and publishing, not to make mistakes, but the disgrace comes in not discovering the error or mistake and not making correction at the earliest opportunity.

The newspaper's mission, as the name implies, is to give the news and news must be the truth or else it is not news but fiction, and the editor must ever be responsible for its truthfulness, hence he must not be made responsible for the claims or statements of outsiders.

All current events constitute news, but all events are not fit to print and not all are equally important. Life is made up of, and influenced by, little things and the nearer the events are to the readers the more important they are to such readers. Those things that concern ourselves or our near neighbors, become important by their nearness and by their influence on every-day life The newspaper-maker must judge of these and be responsible therefor, but some things are made important by the person who utters them or by the cause in which they are uttered. This is another reason why the person who seeks a hearing before a newspaper audience should back his assertions by his own name and by the cause which he champions or seeks to represent.

There is a second very important province of a newspaper—that of an interpreter of events, their explanation and effect as the editor understands them, and this office is a very grave and responsible one. In the wonderful allegory of the Bible, the greatest philosopher of human life writes, "If there be an interpreter one among a thousand, to show unto man his uprightness."

The function of a newspaper as interpreter is 'to show a man his uprightness' or the ways to uprightness or wellbeing, and certainly a newspaper should be responsible only for its own interpretations, though other interpreters should be and are gladly admitted to its pages, but they should be wholly responsible for their interpretations.

Independence in views and interpretations and an open forum for honest statements and interpretations by others, are the underlying ideals and principles in the conduct of the

NEWSPAPER CRITICISMS

Address all communications to O. Byron Copper, De Soto, Wis.

BY the time these pages of the National Printer-Journalist are spread before their readers, December—that glorious month from which the thought of Christmas is as inseparable as light is from day—will have dawned, and men and women everywhere will be imbued again with that fine Christmas spirit of "Peace on Earth; Good Will to Men."

Christmas is truly an extraordinary period. Aside from its all-important significance of the anniversary of the birth of the greatest religious leader and philosopher the world has ever known, it offers each year the richest of opportunities, both socially and commercially, to all of christendom—especially not excepting the newspaper man.

At this time of year the wide-awake newspaper-maker is "reaping his harvest," as we say. Just before Christmas every newspaper office is about the busiest place in the world; and those publications who are in the game heart and soul boom business to even a higher degree at this particular season by getting out special holiday editions.

A special edition, no matter how humble in size and character, is a highly commendable innovation for any newspaper. It offers an excuse for giving the home community a telling boost, and simultaneously opens chance for increased advertising business. Editors who are issuing Christmas numbers are the live ones in the calling, and the reputation they and their sheets earn by the latter coming out at this gala season in bright colored covers and additional pages is worthy all the extra cost and effort.

Each past year this department of the National Printer-Journalist has been favored most liberally with specimen copies of many such special editions, and it is my pleasure here to invite every publisher who may read these lines (and who may be among the number who are issuing special holiday editions this year) to kindly remember me again on mailing day.

Rigby, Idaho, September 24, 1914.

Byron Copper, DeSoto, Wis.

Dear Sir:—Today I am mailing you a copy of our paper of this date, for review. Taking into consideration the fact that the Star is published in a town of less than one thousand people, we are somewhat proud of the paper, ourselves, and take pleasure in sending you a copy that we may see what you think of it. I read your review every month with much interest and it cannot be otherwise than helpful to the craft.

Sincerely yours,

J. W. JONES.

The makers of this sheet are indeed pardonable for feeling somewhat proud of their product, for the Rigby Star in many respects is truly a highly creditable newspaper, notwithstanding that it emanates from a town of less than a thousand population. The size of the home town hasn't so much to do with the making of a newspaper, anyway, as some folks suppose; it's the size of the editor's ability that counts, and that the ability of those who make the Star is of normal development is in evidence in every page. The front page (Exhibit 1) is a fine, clean one, filled with matter of sprightly interest, and quite creditable in mechanical treatment, although opportunity for a material improvement in this respect presents itself in the easy possibility of having run a double column head over the "center-lead" story about the new Edwards Hotel. By having broken the story to admit of insertion of the illustration in a somewhat higher position in the page, the effect would have been more pleasing to me, also. Otherwise this page is excellent, unless one should take exception to the title, which is a little too big, grotesque and black to reflect good taste. It is pretty well battered, any way, and it would be worth the expense to discard it and replace it with something neater and more simple, with a tasty boxed slogan of some kind or another at either end. Little things like this make a world of difference in impressing the public with the idea of a paper's superiority. This issue of the Star has all appearance of the normal size, which is twelve pages of six columns each. The editorial department, dealing almost exclusively with matters political, occu-

pies two full columns of nineteen ems each, and is very well expressed. Advertising patronage is not heavy, as might be expected in September, and therefore each of the inner pages of the Star are made up pretty well, although no system is in evidence. It would be well to

THE RIGBY STAR

OFFICIAL NEWSPAPER OF JEFFERSON COUNTY

TWELFTH YEAR — RIGBY, JEFFERSON COUNTY, IDAHO, THURSDAY, SEPTEMBER 21, 1916. — NUMBER 11

Allied Army Gradually Driving Germans Back---One Wing Said to be on Retreat

DISTRICT COURT IS NOW IN SESSION

POTATO DEALERS ARE IN DOUBT

THE EDWARD HOTEL NEARING COMPLETION

FOOD NOW RISE OF INCOME TO STATE

FORNEY AND MILLER CONGRESS, NOMINEES

No. 1

adopt the plan of placing all displayed spaces to the right, and carefully graduating them according to size, with the larger ads at the bottom of the pages. The Star's columns are machined and the print wholly commendable.

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Marshfield, October 5, 1914.

Mr. O. Byron Copper, DeSoto, Wis.

Dear Sir:—I have mailed you copies of two recent papers put out by our office. If you have room, we shall appreciate criticism of our front page in some coming issue of the National Printer-Journalist.

The editor had some daily training before taking up a weekly, and a few ideas have seemed applicable here, though they are in the main easier to originate and lay out than to put into effect with a small country force, even with the help of the Intertype.

With best regards, I am,

Very truly yours,

E. B. BARR, Editor.

What a world of truth there is in that last paragraph of Brother Barr's letter, as quoted above! How much easier it is to dream than to do—to conceive than to create—to plan than to practice. Particularly is this true in a country office, with its hundred and one handicaps. Most of us country newspaper-makers find the greatest hamper against the actualization of our business dream to be the lack of means; and, if not means, then it is time and help, of which we ought to have a plenty with a plenty of means. And I have observed that it isn't always the busiest printer who is the richest; hence it must be that we printers really do need a lot of further education as to costs—and I'm happy to see we're getting it just now as never before in the history of the craft, getting it from various sources, so that the coming generation of newspaper-makers will be, I feel confident, as Arthur Brisbane prophesied in his great editorial of last year, of even rank with bankers in

MARSHFIELD'S INDEPENDENT NEWSPAPER

The Marshfield Times

OFFICIAL CITY PAPER

THIRTY-FIFTH YEAR — Marshfield, Wood County, Wisconsin, Wednesday, September 30, 1914 — NUMBER 53

LONDON FROM AMERICAN VIEW IN WAR TIME

Prof. Jackson's Story of "All Night on Trafalgar Square."

THE SHIFTING SCENES

Appearance of London Town at Outbreak of the War Is Intensely Dramatic as Viewed by American

EXTRACTS FROM A DIARY BY W. H. JACKSON

Trafalgar Square, London.

MARSHFIELD TO PAY ITS SHARE OF WAR TAXES

Government Act to Raise $100,000,000 Touches Many People.

BREWERIES PAY MOST

Contemplated Taxes to Average Many and Bear Burdens Will Affect Month-Fold in Many Ways.

RAISING FUNDS FOR RELIEF WORK IN FATHERLAND

German Societies in City Join Hands to Aid Widows & Orphans.

ONE PITIFUL LETTER

Marshfield Shoemaker Reports Letter from Widowed Sister in Baden Which Is Typical of Appeals for Help.

"PEACE DAY" NEXT SUNDAY---CHURCHES TO OBSERVE IT

Throughout United States Prayers Will be Said For End of War.

AN IDEA OF WILSON'S

MARSHFIELD COW CAPTURES HONOR

MANY ADMITTED TO CITIZENSHIP

FOOTBALL SQUAD WORKING HARD

CONTRACT LET FOR WAREHOUSE

No. 2

prosperity. The proverbial poverty of our kind is truly one of the greatest of the world's great injustices—and it's all our own fault—but I must turn my attention to the specimen in hand: In point of its first page the Marshfield Times is certainly a sheet worthy of much praise. (Exhibit 2.) From the reduced facsimile picture herewith included the reader may gain some idea of how entertainingly this page is "fixed up." This "fixing up" of a newspaper page so that it looks inviting and newsy is an important part of the "know-how" of the business. Well written news stories, nicely headed up, and then arranged neatly and attractively in

a page seem all quite simple; but how few newspaper-makers understand how to do all this so well as Brother Barr and his force of workers who make the Marshfield Times. It is to be regretted, however, that the Times is no exception to the average sheet, where most of the effort toward perfection is limited to the paper's face, resulting in deplorable conditions of neglect and haphazardness in other pages. The adoption of this department's ideal method of make-up is quite possible and entails no more work than the slip-shod, accidental method, and the difference in appearances is wonderful. The contents of the Times throughout are good, the editorial column and the pageful of news brevities being among the commendable features. Advertising patronage is liberal and the ads are treated well, simplicity and strength being their chief characteristics. The compositor possesses a good conception of balance and a pleasing regard for white space. The Times is well printed, too.

✧ ✧

Chicago, Ill., September 11, 1914.

O. Byron Copper, DeSoto, Wis.

Dear Sir:—Did you see the little border we have been making (circular enclosed) and the Pencraft Series, of which we send specimens under separate cover? We should be pleased to have your opinion of them typographically, for our own benefit and for the benefit of the journal which you represent.

Yours very truly,
BARNHART BROTHERS & SPINDLER,
W. H. French, Manager.

The "little border" referred to by Mr. French in the above letter is his firm's 6-point Combination Border No. 698, which I deem very nobby simply because there are no "knobs" on it. It is so very simple in design that it at once becomes likeable, the individual design being merely a square divided into quarters by two lighter lines. But the most novel feature is the three-cornered pieces of this border, which make possible the creation of some very unique effects by the skilled compositor, and, I should judge, would become very useful in job work, although for advertising purposes, except for that in publications of special character, foundry borders are hardly as practicable as brass rules or machine borders, as all ad-men are aware. Mr. French's Printcraft series is also more applicable to the job printing branch of the business than for newspaper advertising, although there are many firms, who, for the attainment of distinctiveness and individuality in their advertising, would be pleased with the finding of just such a letter as this, which in combination with the original Pencraft Initials, would make very pleasing advertisements—or, where the desire is to create something of a freer and easier effect than mere type, this Printcraft series will nicely fill the bill.

✧ ✧

Aledo, Ill., September 10, 1914.

O. Byron Copper, DeSoto, Wis.

Dear Sir:—Am sending you for criticism in the National Printer-Journalist, an ad of my composition, which was used in a special acquaintance issue of the Aledo Democrat.

Respectfully,
FRED M. BAKER.

In the main, this advertisement from Brother Baker is a pleasing specimen. There is but one fault in it, but that is a big one, namely, a conspicuous lack of strength in the display, due to an erroneous treatment of the upper portion of the ad. The cut-off rule immediately above the illustration ought to have been omitted, as had

Capital and Surplus $100,000.00
Resources $650,000.00
The First National Bank and First Trust and Savings Bank
Aledo Illinois
Cordially invite you to call and
GET ACQUAINTED
or further your acquaintance with these institutions and with the men who are active in the administration of their affairs
SAVINGS ACCOUNTS
Opened with a deposit of $1.00 or more drawing 4 per cent interest per annum compounding semi-annually
CHECKING ACCOUNTS
CERTIFICATES OF DEPOSIT issued drawing four per cent interest per annum
SAFETY DEPOSIT BOXES rented assuring safety for your valuable papers $1.00 per year and upward
Consult us on any matter pertaining to your business
We are in position to help you in many ways
You can bank with us by mail
Home of These Institutions Corner Seventh and Maple Streets
ORGANIZED 1904
OFFICERS
J. A. Wells, Pres. C. A. Beers, Cashier
D. S. Mayhew, Vice Pres. E. W. Lewis, Teller
Grace McKee, Book-keeper
Gladys McKee, Book-keeper
DIRECTORS
L. B. Canum D. S. Mayhew
J. G. Carlson R. J. Henry
J. A. Wells H. C. Wenzel
C. A. Beers

No. 3

also the long dashes at either side of "Aledo, Illinois," and the introductory matter then set entirely in the twelve-point (full measure) so that the line, "The First National Bank and First Trust and Savings Bank," could have appeared in two lines of a larger size of type. If nothing larger than the twenty-four point of this series were available, then the two lines should have been run in caps.

✧ ✧

Oxford Junction, Iowa, October 8, 1914.

O. Byron Copper, DeSoto, Wis.

Dear Friend:—Under separate cover I am mailing you a page taken from this week's issue of the Mirror, showing that we follow your style of make-up. I especially call your attention to the half page ad and you may criticize it in your department of the N. P.-J, if you care to.

Sincerely your friend,
HARVEY OWEN.

Brother Harvey Owen, the author of the above letter, is a diligent, interested member of

the calling. He apparently never tires of trying to improve both himself, as a member of the calling, and thus the calling itself. His development in the trade has been steady and to-

View of Interior of Mirror Office, Oxford Junction, Iowa

day he is one of the best ad and job compositors and all-around printers in my acquaintance. At present he has a most excellent position, too, with Publisher Frank Kenney, as foreman of the Oxford Mirror office, an ideal shop, both in point of equipment, arrangement and product. Herewith I am pleased to present a picture of

THE OXFORD MIRROR.

THIRTY FIFTH YEAR OXFORD JUNCTION, JONES COUNTY, IOWA, THURSDAY, OCTOBER 8, 1914 NUMBER 48

Happenings of the Week of Local Interest

You Should Know

"Guessing is only good when it hits."

You avoid guessing when you use a checking account at this Bank.

You know exactly what you have received and what you have paid out and have the best kind of a receipt for every dollar.

Try it—We assure you of courteous treatment.

Oxford Junction Savings Bank
"The Bank on the Corner"

Candies, Fruits, Ice Cream and Dainties

HAUKOM'S RESTAURANT

As Autumn Succeeds the Summer Temperature

Rexall

Cherry Bark Cough Syrup

The Price is 25c and 50c

E. A. Grimwood, the Rexall Store

Who's your Tailor?

SUPPOSIN' IT IS WARM

When you need 'em

Let us take your measure Today

PECKOSH BROS., CLOTHIERS

No. 4

the interior of the Mirror office, and Brother Owen has promised us a diagram of the floor plan, like that shown of Brother Hallett's office at Kensett, Iowa, in the October number of this journal. How nicely Brother Owen grasps this department's method of making up a newspaper is illustrated by the reproduction of the initial page of the Mirror, shown herewith as Exhibit No. 4. The back page (no less perfect than the

SEVERA'S GOTHARD OIL.

W. F. SEVERA CO.

C. A. ISBELL
Optometrist

Specials For This Week

We have on hand the following Smoked Meats

CITY MEAT MARKET

Cotton Seed Meal!!

We will have in soon a car of Cotton Seed Meal which we will sell at the car at

$30 Per Ton

Let us have your order now as the Cotton Seed meal market is advancing.

J. A. MULVIHILL

Now Is The Time

To get our estimates for that new building you are planning—

DO IT NOW!

Our prices are always favorable to the careful buyer, but we are making particularly close estimates on bills NOW.

Our assortment of all grades is very complete and of exceptional value.

Also don't forget the "Pittsburgh Perfect Fence"—the weld that held and the Iowa extra heavy stock gate, the acme of steel gate construction. The best fence and gate on the market.

Jno. E. Gable & Co.

WM. BREEN, M. D.

In Times of Peace In Times of War Perfect Sight Is Needed

BAKER
Eye Specialist, of Cedar Rapids, et.
Grimwood's Drug Store
Wed. October 14th

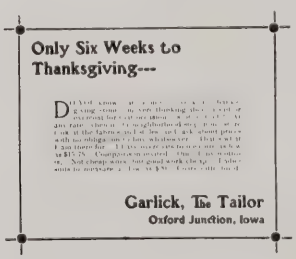
If You Are Adrift

Will have car New York apples on or about October 20 to 25. Get our prices before you purchase

Stratilek & Son, Pioneer Merchants

No. 5

first) appears reproduced in Exhibit No. 5. These reproductions prove further that the Mirror's pages are excellent, not alone in mechanical make-up—but every detail has been attended to with painstaking care—the great secret of all beauty in typography. The half-page


Only Six Weeks to Thanksgiving---

Garlick, The Tailor
Oxford Junction, Iowa

No. 6

APPLES! APPLES!

WE will have on track at Oxford Junction, Thursday and Friday, October 15th and 16th, a car of No 1 Fancy New York Winter Apples at

$3.25 Per Barrel

Bear in mind that these apples are the very best that money can buy. They are guaranteed to be the choicest apples on the market and will give you a variety of five kinds to select from

Haukom's Restaurant

No. 7

ad to which my attention is called particularly in the foregoing letter is not being shown, as I consider it hardly up to Brother Owen's regular standard. This is due to the fact that it is considerably crowded, the large heads and the large bold figures in the price list presenting an aspect far less pleasing than that seen in the two specimens shown as Exhibits 6 and 7. Cus-

tomarily this compositor shows a religious regard for white space in his advertisements, as in evidence in the two specimens reproduced, but the great abundance of matter, and the type chosen in the setting of it, left an inadequate amount of this valuable—I should say, indispensable—stuff in the half-page specimen to which reference is made. In the main, however, as intimated above, Brother Owen's work is highly commendable, and I heartily congratulate him and Editor Kenney on the fine newspaper they are turning out each week at Oxford Junction.

✧ ✧

Sedan, Kansas, September 26, 1914.

Mr. O. Byron Copper, DeSoto, Wis.

Dear Sir:—I am tonight sending you under separate cover, a copy of the Times-Star of this week, containing the cuts, which you recently run in the N. P.-J. Just to show you how I used the material.

If you do not receive the paper, kindly let me know and I will gladly send another one.

Very truly yours,
ROY L. FRUIT.

This copy of Brother Fruit's paper is even more excellent, if possible, than were those two copies which I was pleased to mention a few

The Sedan Times-Star.

VOLUME 42. SEDAN, CHAUTAUQUA COUNTY, KANSAS, THURSDAY, SEPTEMBER 24, 1914. NUMBER 36

NEWS AT THE COURT HOUSE

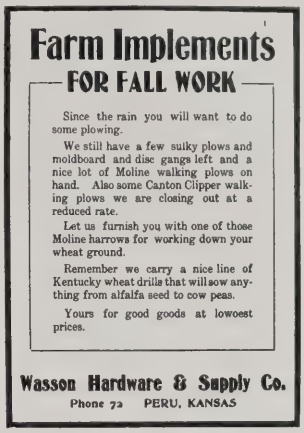
A Bit of a Peep Into Sedan's History in the Early Eighties

REUNION THING OF THE PAST

Hon. Charles Curtis Delivered Great Address Thursday Evening

No. 8

months ago, and which mention Brother Fruit wisely used in boosting the Times-Star on the editorial page of this same copy at hand. The ideal standard attained in the make-up of the first page will be seen in the accompanying reproduction (Exhibit 8). Note the neat, uniform heads, the many attractive "stories" and the delightful balance as a whole. The last time I reviewed this fine paper I found just one feature to complain about, and that was the practice then in force, of scattering the displayed advertisements over the various pages, as if by chance or carelessness; and I suggested then that the correction of this evil would place the Times-Star in the front rank of good newspa-


Farm Implements
FOR FALL WORK

Since the rain you will want to do some plowing.

We still have a few sulky plows and moldboard and disc gangs left and a nice lot of Moline walking plows on hand. Also some Canton Clipper walking plows we are closing out at a reduced rate.

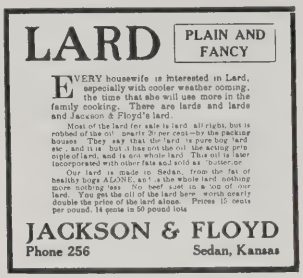
Let us furnish you with one of those Moline harrows for working down your wheat ground.

Remember we carry a nice line of Kentucky wheat drills that will sow anything from alfalfa seed to cow peas.

Yours for good goods at lowoest prices.

Wasson Hardware & Supply Co.
Phone 72 PERU, KANSAS

No. 9


LARD PLAIN AND FANCY

EVERY housewife is interested in Lard, especially with cooler weather coming, the time that she will use more in the family cooking. There are lards and lards and Jackson & Floyd's lard.

Most of the lard for sale is lard all right, but is robbed of the oil—nearly 20 per cent—by the packing houses. They say that the lard is pure hog lard etc., and it is but it has not the oil the actual principle of lard, and is not whole lard. This oil is later incorporated with other fats and sold as butterine.

Our lard is made in Sedan, from the fat of healthy hogs ALONE, and is the whole lard nothing more nothing less. No beef suet in it top of our lard. You get the oil of the lard here worth nearly double the price of the lard alone. Prices 10 cents per pound. 14 cents in 50 pound lots

JACKSON & FLOYD
Phone 256 Sedan, Kansas

No. 10

pers; and I am pleased indeed to note that in this latest copy this defect is somewhat less in evidence. Besides its many other excellent points as enumerated in my past review, the columns of this sheet are brightened with some very good advertisements, too. A couple of these are being presented here as Exhibits 9 and 10. Excellent material combined with artistic taste are the deep, broad principles which raise these ad specimens to such a high standard of excellence. In looking over the many long columns in this all-home-printed six-column quarto, filled with bright, interesting stuff, I reach the conclusion that Brother Fruit must be a writer of great resource, a man of extraordinary capacity for work, and an inborn love of the game. Here again is success to him.

✧ ✧

October 29, 1914.

O. Byron Copper, DeSoto, Wis.

Dear Sir:—Under separate cover I am mailing you two recent copies of the Independent, which I wish you would pass upon. We have a circulation of 2,450, do a large amount of job work and print an 8- to 12-page, all-home-print, with two girls, one young man and a school boy. Although a practical printer myself, most of my time is taken up with office and outside work. The young man upon whom all the practical work depends has been at the printing trade only three years, all of which time has been in this office. Of course, I realize that the Independent often shows lack of time on little details, but "We get there just the same."

Yours truly,
H. M. MEYERS, Publisher.

Brother Meyers has summed up the situation exactly, in regard to his paper, the Arenac County Independent, when he intimates that it is only the lack of attention to details that keeps the sheet from ranking high. I would suggest that the "boss" himself, "the two girls, the one young man and the school boy" take a day off sometimes in the near future and straighten up these details, after which it ought to be quite as easy to handle the work, and maintain the improvement, as it is to get along in the present imperfect fashion. The commendable feature of the Independent is its excellent contents, embracing an abundance of short news items, some headed "stories," a cartoon service and a pageful of country correspondence. The fact that the initial page is kept free from displayed matter is praiseworthy, and, although the ads show the novice touch, they are not so bad, in the main. The compositor has good type to work with and a commendable appreciation of the value of white masses and margins, hence his work is not displeasing. My suggestions for improvement are these: Institute normal spacing between the three words in the title; then at either end insert a "box," preferably with a double rule border, one of which may contain a spicy "squib" relative to the 2,450 circulation, for instance, while the other may touch upon the unquestionable value of the Independent as an advertising medium. Kill that ugly head, "Brevities," in that bold, thirty-six point text, replacing it with a neat "boxed" heading, in nothing larger than twelve-point caps, something like this:

BREVITIES

Let this be the model for all heads over regular departments, bearing in mind that uniformity is one of the great secrets of elegance in typography. These heads can be electrotyped, with metal bases; and in this case but one setting of the border is necessary, of course, the various lines being merely set up and sent along for insertion as they are cast at the foundry. For the heading in the first column over the local pick-ups, it would be a good idea to model this after the general style adopted for special news stories, such as that which appears over the story in the last column of this issue of October 29, although care should be taken to get both lines of the "stair step" as equal in length as possible. And the inverted pyramids following should be of a corresponding number of lines. Then, in making up the pages, the best results can be attained easily by shoving all displayed matter to the right-hand side, beginning with the largest ads and topping out with the smallest. Simplicity, uniformity, system—these are the three great factors in success newspaper work—particularly in the mechanical and of the business, and I mention the fact, because I notice that these are the elements most conspicuously lacking in the mechanical making of the Arenac County Independent. The heads seem to have been set in the first case the compositor's hand struck—that is, out of the case handiest. Some occupy the full thirteen ems, while others are short, and others still are set in the "stair-step" style. One letter should be adopted for head purposes and then all heads should be written to fit.

✧ ✧

One of the most valuable and interesting contributions to this department this month is a copy of the Second Annual Columbia County Fair and Agricultural Edition of the Morning

First Section THE MORNING PRESS. Pages 1 to 8

Second Annual Columbia County Fair and Agricultural Edition

BIG FIELDS FOR NEXT WEEK'S RACES WILL BE THE RULE

ROAD WORK TALK TOOK UP MUCH OF COUNCIL'S TIME

3 DAY VACATION FOR THE SCHOOLS DURING FAIR WEEK

GRIP OF ALLIES HAS TIGHTENED ON ARMY OF GEN. VON KLUCK

Germans Are Preparing to Withdraw From Brussels.--Defense of Cologne Being Rushed by Germans

No. 11

Press of Bloomsburg, Pennsylvania, the first page of which I am delighted to reproduce herewith as Exhibit No. 11. The showing of this one page is quite sufficient proof of the most

glaring assertions of perfection which I may be moved to make during the course of this review—but there are so many other pages which are worthy of reproduction—I simply cannot make a choice—so here are three full page ads (Exhibits 12, 13 and 14) and a trio of the hundreds of creditable smaller specimens (Exhibits 15, 16 and 17) all of which are fine examples of up-to-date composition, and illustrate beyond cavil what a limitless typographical equipment with which the Morning Press office is blessed.

Don't Buy Your Car Until You See the New 1915
Oakland
IT'S A BEAUTY
A year in advance of all others with a new distinctive exclusively Oakland body of pure stream lines. A roomy, powerful car of grace and beauty, combined with strength and durability
A Car of Distinction
Strength Where Strength Belongs
A Car You Will Be Proud to Own and Drive
Model 37 Touring Car--Price $1200
Model Six-49 Touring Car--Price, $1685
Comfort and Style Graceful Streamline Body
Power and Economy Go Hand in Hand in the OAKLAND
First Car Made in 1907-Still Working Every Day-Oakland ... ways a Big Success
The car that sells by comparison. Our salesman is "past performance" and many, many pleased and satisfied owners. We will cheerfully give you their names.
FRANK P. EDWARDS
THE ELECTRIC GARAGE
BLOOMSBURG, PENNA

No. 12

Shop at Pursel's When You Come to Bloomsburg to See the Fair
Victor-Victrola to Enliven the Home
Victor-Victrolas to Suit Every Purse $15 to $200
FANCY BASKETS
Quality Underwear for FALL AND WINTER
From Which the Utmost Service And Satisfaction May Be Expected
Better Suits Than Ever
$11.00, $13.50, $15.75, $16.50, $18.00 $20.00, $25.00 and up to $35.00
You Get More Than Mere Style in Shoes Bought Here
COATS
Splendid Showing of Fine Fall and Winter DRESS GOODS
Furniture Quality
F. P. PURSEL
Market Square
BLOOMSBURG, PA.

No. 13

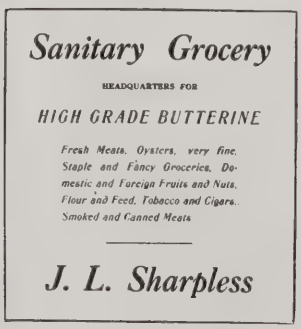
To be frank with my readers, I must confess that the magnitude of this mammoth special edition of the Press rather staggers me. Think of it: Sixty-four pages of reading matter, every column of which (including the hundreds of vast displayed spaces with which the paper is most liberally replete—full pages, half pages, quarter pages, and scores of lesser ads) contained something worth while; and therefore worth reading. Countless illustrations were used to enhance the value and interest of the various special features, which were innumerable, bearing on topics peculiarly appropriate to the occasion and the edition, all of especial interest to the farmers who are interested in the county fair, and fine enough to inspire interest in anyone. Notwithstanding the gigantic proportions of this monster paper, not one single evidence of slight or neglect due to lack of skill, help, time, means or material, can I detect. The last form is as perfectly set, as exquisitely made up, and as delightfully impressed as is the first. Typography, by which I mean to include it all, is but one of this sheet's many pleasing qualities. Everything in this respect reflects the very best of taste. Type faces, as well as the intelligent manner in which they have been used, are good. The mechanical make-up shows a master's skillful touch and every ad has been composed by skilled hands, too. And, lest I forget to do so, right here I want to pause to remark that the contents of this edition were superb. The feature stories reveal the same high standards in the reportorial and editorial rooms as that evidenced as a fact in the mechanical department. Skillfully conceived, adroitly planned, and worded with the easy cu'ture of men "who know the game," are these feature stories in this ponderous fair-time edition of the Bloomsburg Morning Press, many of them possessing true literary merit, the poetic flights of the authors' imagination having power to stir the emotions of a reader of

No. 14

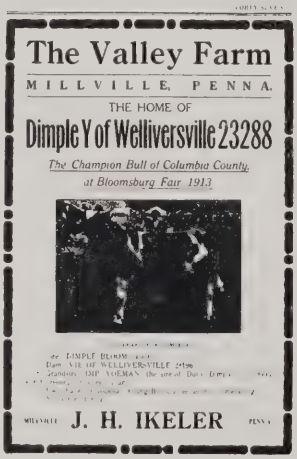
even somewhat prosaic soul. In short, this contribution from this prosperous city of the Key-

J. L. DILLON
ESTABLISHED 1875
CUT FLOWERS AND PLANTS
New Ideas in Wedding Bouquets.
Attractive Decorations for Social Functions
Correct and Pleasing Funeral Work
Fresh Flowers for All Occasions
WE SATISFY PARTICULAR CUSTOMERS
VISIT OUR BOOTH AT THE FAIR

No. 15


Sanitary Grocery
HEADQUARTERS FOR
HIGH GRADE BUTTERINE
Fresh Meats, Oysters, very fine. Staple and Fancy Groceries. Domestic and Foreign Fruits and Nuts. Flour and Feed, Tobacco and Cigars. Smoked and Canned Meats
J. L. Sharpless

No. 16


The Valley Farm
MILLVILLE, PENNA.
THE HOME OF
Dimple Y of Wellversville 23288
The Champion Bull of Columbia County, at Bloomsburg Fair 1913
J. H. IKELER

No. 17

stone State represents a truly wonderful creation in modern newspaperdom.

✧ ✧

This specimen copy of the Crawfordsville (Indiana) Review shows it to be an all-home-printed, seven-column quarto morning paper, issued every day in the week, except Sunday. It belongs to a class of publications which, I suppose, are the most unfortunate in their mechanical making of any in the world—the small city daily. The great dailies of the country are generally paying properties. They are usually adequately capitalized, hence well provided with all the mechanical appurtenances necessary to their publication, as well as with a sufficient working force, and, as a natural consequence, their creation becomes well-nigh perfect. The so-called "country weekly" is fast assuming a better standing. It is being placed upon a sound business basis, and, in a large measure, is becoming recognized as a good investment. As a rule, too, there is plenty of time allowed for the making of the weekly paper, hence ordinarily the work gets well done. Quite different, however, are the conditions which surround the making of the small city daily. Not all, but many of them are losing propositions from a financial standpoint, and seldom ever is the force of workmen equal to the amount of work to be done. Often, also, the mechanical equipment of the shop from which this class of papers emanates is inadequate. When all of these drawbacks obtain in any one instance, the newspaper business is seen at its worst, and God knows (and I know) where any of them are present, the situation is anything but a pleasant one. In view of the several points mentioned, the small daily suffers more or less deplorably in its creation. Lack of time to properly execute the various mechanical processes is the most common trouble in small city daily offices. As a natural result there is generally not a very high degree of newspaper art in evidence in the pages of this class of periodicals. The scraping together each day of enough matter to make a paper is, as a rule, so much of a task for the limited reportorial force, that scare heads are embraced at the least excuse as a welcome space-filler, and the rush of making up and getting to press and off in time to catch certain mails, leaves no opportunity for attainment of pleasing effects on the imposing stone. I have thus briefly reviewed the matter to explain to myself, as it were, the rather unsatisfactory conditions which I find confronting me in this Crawfordsville Review, which maintains no telegraph service of its own, if I mistake not, but uses instead a plate syndicate plate service, which is even better and more complete, if not quite so late. The local news-service is creditable, however, both in point of extent, character and literary merit. One good feature in evidence in this paper is its clean front page—a virtue not invariable with

this type—and I appreciate the effort on the part of the make-up to make the face of this sheet presentable. In conclusion, though, I must be permitted the remark that there are many things which might be done in the mechanical make-up of a newspaper like this, in way of improvement, which, once effected, would require no more time to maintain than is required to carry on the work under present conditions, and that is a better arrangement of the sheet's contents, or, in other words, the adoption of a better system of make-up. Close readers of this department will easily surmise about what I would prescribe, hence I shall not consume further space with words.

✧ ✧

I am certainly delighted with my latest contribution from Zimmerman & Son, the wide-awake editors and publishers of the Standard Democrat of Burlington, Wisconsin, because the latest copy of the Democrat shows me that these progressive publishers have put into prac-

The Standard Democrat

"A GOVERNMENT OF THE PEOPLE, BY THE PEOPLE AND FOR THE PEOPLE"

ZIMMERMANN & SON, Publishers — BURLINGTON, WIS., FRIDAY, SEPTEMBER 11, 1914. — VOL. LII NO. 4.

LOSE TWO TO CHICAGO TEAM

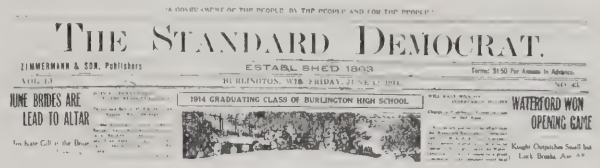
LOCAL SCHOLARS AT OTHER CITIES

MAKING READY FOR THE FAIR

RETURN FROM EUROPEAN TRIP

No. 18

tice every suggestion offered from time to time by this department, with the view toward improvement of their excellent publication, which is now in every detail as nearly a perfect paper as it is well possible for a country weekly to be. One of the latest and most striking improvements wrought in this publication is the replacing of the old, antiquated style of title (as shown in Exhibit 18) by the more modern and pleasing effect as in evidence in Exhibit 19. This last exhibit, too, will give some slight idea of the excellence of this sheet's contents, the stories being all as choice and clever from a literary viewpoint as any in the land's great dailies or national weeklies. Editor Zimmerman surely understands how a news-story ought to be told—and, what more important, he can


THE STANDARD DEMOCRAT.

ZIMMERMANN & SON, Publishers — ESTABLISHED 1863 — BURLINGTON, WIS., FRIDAY, JUNE 5, 1914.

JUNE BRIDES ARE LEAD TO ALTAR

1914 GRADUATING CLASS OF BURLINGTON HIGH SCHOOL

WATERFORD WON OPENING GAME

No. 19

tell one that way. No less meritorious are the editorial paragraphs—but let us hark back again to the improvements: All pages of the Democrat—and there are eight of 'em, all home-printed pages, too—are now made up in strict compliance to the ideal methods of this department of the National Printer-Journalist; every regular department is neatly headed up in uniformity, with system, order and harmony in evidence in every column. With each adver-

A MODERN BAKERY

I desire to inform the public that I am now located in my new place of business at 669 Pine Street, and that I now have one of the most modern bakeries in the state of Wisconsin.

SANITARY CONDITIONS

Sanitary conditions are as perfect as human mind and hand can make them—and this is what you want when you buy bakery goods—to know that they are clean and healthful and given to you over the counter in the best possible sanitary condition

I extend a cordial invitation to everyone to **call and see** where your bakery goods are made. This will convince you of the statements made above.

Our goods are sold by the leading grocers in this city, and we ask you to try them and be convinced that there are no better

JOHN JENSEN

669 PINE ST. BURLINGTON

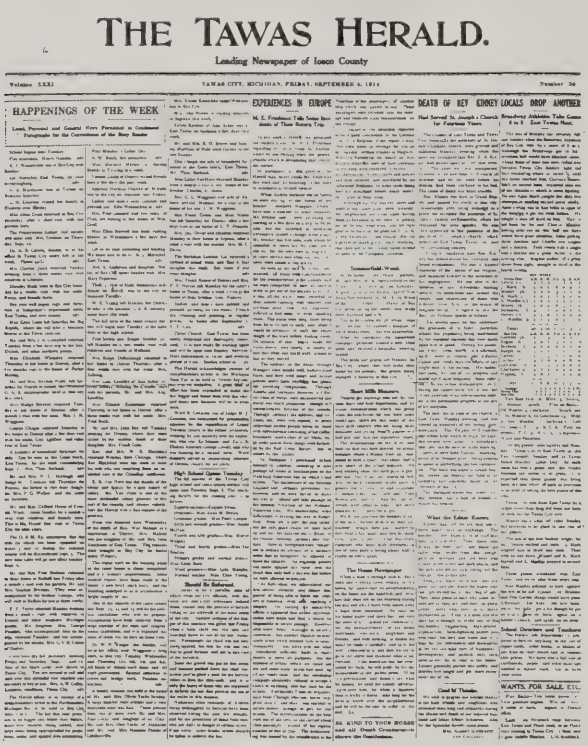
No. 20

tisement carefully composed along good, simple, serviceable styles (Exhibit 20) and every letter in the paper brought up bright and clear as the result of a near perfect impression, I do not see how it would be possible to make a more perfect weekly newspaper. It is certainly far from a probability, at any rate, and I sincerely congratulate Brothers Zimmerman & Son on their advancement.

✧ ✧

It is pleasant, indeed, on finishing the inspection of so gratifying a contribution as that considered in the immediately preceding paragraph, to meet at once with another "old friend" in which conditions are such as to inspire grati-

fication in equal measure. Whether or not the Tawas City (Michigan) Herald has improved since I last beheld it, my memory is too fickle to permit me to say; but that it is at present a most excellent newspaper, made entirely in accord with the recommendations of this department of the National Printer-Journalist, is conspicuously evident. The delightfully clean front page of the Herald is reproduced herewith as Exhibit 21, and from this the reader may glean some conception of its goodness. Although the interior pages of this fine sheet are ready-printed, the local news-service offered


THE TAWAS HERALD.

Leading Newspaper of Iosco County

Volume XXXI TAWAS CITY, MICHIGAN, FRIDAY, SEPTEMBER 4, 1914 Number 36

HAPPENINGS OF THE WEEK

EXPERIENCES IN EUROPE

DEATH OF REV KINNEY LOCALS DROP ANOTHER

ITEMS FROM ROUTE FOUR

No. 21

is excellent, and no less praiseworthy is Editor Jas. E. Ballard's column of editorials. A fine array of newsletters from special community correspondents appears on the last page, and, with creditable ads and a first-class print, there is little further left for the most fastidious to desire in the Tawas City Herald. My heartiest congratulations are due Brother Ballard.

✧ ✧

EXCELLENT PUBLICATION

Milford, Ill., November 18, 1914.

Mr. B. B. Herbert, National Printer-Journalist, Chicago.

Dear Father Herbert:—Enclosed find draft to place me in good standing until next June and I want to thank you for your kindness. While I am temporarily out of the newspaper game, I do not want to lose track of the boys that do things nor get altogether out of the running, therefore must have the regular visits of that excellent publication the National Printer-Journalist.

With hearty best wishes to yourself and your paper, I am, Yours fraternally,

EUGENE L'HOTE.

Exhibit 22 is a fac-simile reproduction of Brother A. J. Helmer's Cissna Park (Illinois) News. The picture will show how Editor Helmer brightens up his sheet with attractive heads (some folks would deem them a trifle loud, perhaps) but all are very well planned as to length of line and pyramid. As regards these heads, however, I believe the general effect would be more pleasing with a trifle less white space between the various "decks," and the two inverted pyramids leaded with single two-point leads. Try that in your next issue, brother, and send me a copy, please. I certainly appreciate

The Cissna Park News

VOL. 9 NO. 4. CISSNA PARK, IROQUOIS COUNTY, ILLINOIS FRIDAY AUGUST 7, 1914 $1 00 PER YEAR IN ADVANCE

RANKIN WANTS WATER WORKS

REUNION WILL BE BEST EVER HELD

GASAWAYS REPORTED OUT OF PENITENTIARY

EXPECTS CALL TO SERVE GERMANY

GYPSIES TRIED TO GET MONEY

No. 22

the good taste displayed in the wording of these heads, to cause an equal length of the two lines in each "stair-step" effect as intimated; but where the word "again" is divided on the "a-" in order to accomplish the desired result, I seriously object. I note also that this same word is sometimes divided similarly within the straight matter. I am pleased with all the mechanical perfection in evidence in this paper, every detail of make-up being in absolute harmony with the method so often outlined in these columns; and whoever does the ad-work on the News is an artist of rare ability, as the reproduction of this full page specimen (Exhibit 23) will conclusively demonstrate. Editor Helmer evidently has a "nose for news," and, while his

ability as a writer is not equal to his knack for getting the facts, he possesses an unquestionable talent for serving his stories up in an

We Will sell all our Calico at 5 1-2 cents per yard during this Great August Clearance Sale

No Cash Tickets During This Sale

Geo. W. Hofer's Semi-Annual

No Cash Tickets During This Sale

CLEARANCE SALE

You can't afford to miss our Annual August Clearance Sale commencing

Monday, Aug. 3, to Saturday, Aug. 15 inclusive

TWICE A YEAR SUMMER AND WINTER—We offer our big stock of dependable Merchandise at reductions of 5 to 50 per cent, our modern methods make it unnecessary that no goods are carried over from season to season. The prices named in this great sale will do the work quickly and with much benefit to the public. Values offered in this advertisement are remarkable and unusual, this clearance is honest in every way and all Merchandise on Sale has its former selling price in plain figures, you take no chance when trading here, because we back every statment with the goods just as advertised and guarantee every purchase that leaves this store to give perfect satisfaction. This is the time of the year to make the family savings to do their fullest duty. Door opens at 8 A M Monday morning Aug 3 Be in late when the Sale begins, no goods charged at special prices. Mail orders filled promptly. COME! We expect you

Shoes and Oxfords

A Bargain in Stationary

Bargains in Our Grocery Department

Vacuum Cleaners

Men & Boys Hats and Caps

Sale on Undermuslins

Men's, Ladies', Misses and Children's Hose.

Extra Special

Curtain Goods At greatly reduced prices

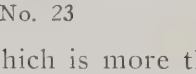
Claytonville Geo. W. Hofer Illinois

We take produce at the same terms as Cash, but you must trade it out the same day that you bring it in

NEWS PRINT, CISNA PARK, ILL.

No. 23

appetizing fashion, which is more than half the battle. This department extends him best wishes for future success.



WILL SELL ADVERTISING AT THE NEXT GATHERING OF AD MEN OF ATLANTA

The Ad Men's study class, at their semi-monthly meeting October 2nd at the Carnegie Library, planned to hold a unique meeting in two weeks. The meeting is to be a "bull-ringer" meeting. An imaginery dealer is placed in the center of an imaginary ring, and salesmen of a number of different advertising media are given ten minutes in which to sell him their method of advertising his wares.

It is a unique method of discussing the merit of different advertising media. When all the advertising media have been explained, and the "bull-ringing" contest is at a close, the study class will decide which media has the best merits for advertising purposes.

Among the media suggested for discussion are the daily newspapers, the bulletin system, the use of the mails, the street car signs, the city directory and novelties. P. T. Barbour, advertising manager of The Constitution, who is well known in Atlanta's advertising circles, was chosen to "ring the bull" for the newspapers.

George A. Sims and George Auer spoke to the study class on the subjects, "How to Operate a National Advertising Campaign," and "Advertising Copy as Received by Newspapers," respectively.—Atlanta Constitution.

BILLBOARDS

New York has more billboards, roof signs and illuminated advertising signs than any other city in the world. The Mayor's Billboard Advertising Commission, which lately reported, says that most of the 3,800,000 square feet of billboard advertising is taken by whiskey, beer, tobacco, cigarette, amusement and similar advertisements. Billboards have become a nuisance because we have not yet learned the meaning of good taste in street advertising, according to Dr. J. P. Haney, director of art in the New York City High Schools, who addressed the Municipal Art Society on "Artistic Advertising in Europe." "Our lack of taste," said Dr. Haney, "makes itself evident in our willingness to submit to abuses in advertising displays which abroad are prohibited by stringent laws." Not only would regulation produce artistic results; it could be made a matter of profit as well. Berlin receives a revenue of $95,000 from this source every year and Buenos Ayres receives $100,000 from street advertising taxes.—Leslie's Weekly.

STOPPING THE PAPER

Hartford, Conn., November 22, 1914.

Dear Brother Herbert:—I thought the enclosed clipping was "pretty good" and would interest your thousands of readers. Hope you are being blessed with health, wealth and prosperity. Best Thanksgiving wishes.

Very fraternaliy,
WM. H. TAYLOR,
(Founder Conn. Ed. Asso.)

"I'll Show'em, Durn'em."

I've stopped the paper, yes I have,
I didn't like to do it,
But the editor he got too smart,
And I allow he'll rue it.
I am a man who pays his debts,
And will not be insulted,
So when the editor gets smart
I want to be consulted.

I took the paper 'leven years
And help him all I could, sir,
But when it come to dunnin' me
I didn't think he would, sir.
But that he did, and you can bet
It made me hot as thunder;
I says, "I'll stop that sheet, I will,
If the doggone thing goes under."

I hunted up the editor
And fer his cunnin' caper
I paid him 'LEVEN years and quit!
Yes, sir, I stopped the paper.

"VERY SATISFACTORY AND HELPFUL"

Robinson, Ill., November 16, 1914.

National Printer-Journalist, Chicago.

Gentlemen:—Enclosed find check No. 426 for $2.00 as per your statement.

Your paper is very satisfactory and helpful to us.

Very truly,
CONSTITUTION PUBLISHING CO.
By F. W. Lewis.

BUSINESS AND OTHER NOTES

The Keystone Type Foundry announces the opening of a New England Branch House located at 78 India Street, Boston. It is to be in charge of Mr. George F. Dinsmore, who for the past few years has been traveling the country over as a representative of the Challenge Machinery Co.

Mr. Dinsmore was landed by the stork in the state of Maine, where he learned his trade as a compositor. After some years in various country offices he went to Boston, from which point he began his selling career as New England representative of the Inland Type Foundry. Following the absorption of that foundry Mr. Dinsmore enlisted with the Keystone, from which he went to his engagement with the Challenge. Now he has gone back to his old connection with the Keystone and to his old territory. Mr. Dinsmore is unusually well acquainted with New England printers. When they hear of his connection and location many of the craft will be inclined to say, "Let George do it."

The territory of which Boston is the hub is a land of printers and printing. Massachusetts alone stands fourth among all the states in the amount of such product. The men who furnish this vast amount of printing have needs which some type foundry must supply. The Keystone will add another string to their bow.

STANDARD HIGH-SPEED AUTOMATIC JOB PRESS FOR SMALL INITIAL INVESTMENT

All printers operating three or more job presses should read the advertisement of Wood & Nathan in this isssue. An initial investment of only $250 may be made to represent a $1,750 machine free and clear, in 15 months, besides earning a large cash balance.

⌘ ⌘ ⌘

Announcement is made that Mr. Frederick A. Brower, one of the best known printing machinery salesmen in the country, will hereafter represent Oswego Machine Works as New York manager, with present headquarters in the Singer Building, 149 Broadway.

Mr. Brower has had many years experience, largely with Van Allens & Boughton as the selling agents of the Huber-Hodgman Printing Presses, later as the New York manager of that company, and still later with the Miehle Printing Press Co. when it bought all of the property and interests of the Huber-Hodgman Co. He will carry into his new labors the best wishes of his many friends in the printing, binding and kindred trades.

⌘ ⌘ ⌘

Mr. E. St. Elmo Lewis, Vice-President and General Manager of the Art Metal Construction Company, of Jamestown, N. Y., has been elected a member of the Board of Directors of the Art Metal Construction Company, Limited, of London, England.

TABLE OF CONTENTS

DECEMBER—1914

Advertising Brings Success.... 865
Advertising Sign of an Inward Grace 874
Advertising Possibilities 873
Aims and Pledge of the Order of P-I-C-A, The 856
America's Opportunity 856
Another Young Man to the Front 846
Billboards 889
Broadening Brotherhood through the Press, A. 870
Business Building and Business Builders 841
Business Outlook, The Present. 847
Christmas Message to Printerdom, A. 877
Church and the Press, The.... 865
Cost of a Window Awning, The. 855
Editorials 866
Editor's Christmas Sermon, The. 875
Endorse Missouri School of Journalism 868
Editor's Efficiency, The..... 873
"Flashlights of Public Men."... 871
From Printers' Devil to Editor, and Governor of State, in Thirty Years 848
Frederick Llewellyn Goss..... 854
High Character and Prosperity of the Newspaper Business, The 852
High Testimony as to the Fairness of Newspaper Men....
Independence and Service of the Press, The. 878
Legitimacy and Importance of Advertising, The. 870
Many Students in Journalism at Wisconsin. 864
Minimum Wage Law in Minnesota, The New..... 849
Model Newspaper Man's Working Principles, A. 871
Newspaper Criticisms 879
Newspaper's New Home Talk, A. 868
Non-Advertising Firm's Most Likely to Fail 870
"Out of Print, Out of Mind."... 848
Political Advertising. 874
"Prevention of Waste."..... 872
Printerman and Paperman, Partners or Neighbors, Which? 863
Printing and Allied Trades' Exposition for Chicago..... 862
Printing and the Church..... 855
Printing as a Serviceable Profession 869
Review of Job Printing..... 857
Stopping the Paper..... 889
Teaching as to Useful Advertising 848
What is the Matter with the United States?..... 873
Why Newspapers Want Clean Advertising 872
Will Sell Advertising at the Next Gathering of Ad-Men of Atlanta..... 889

INDEX TO ADVERTISEMENTS

American Embossing Co.....891-895
Argus Pressclipping Bureau.... 891
American Type Founders Co... 833
Barnhart Bros. & Spindler..... 833
Barnes-Crosby Co. 828
Books on Printing, Standard..834-835
The Buckie Printers' Roller Co. 839
The Buckie Printers' Ink Co.... 839
Butler Paper Co., J. W..... 825
Denham Costfinding Co. 838
Globe Eng. & Electrotype Co... 837
Goss Printing Press Co. 840
Hamilton Mfg. Co. 829
Hoke Engraving Plate Co..... 830
Houghton Mifflin Co..... 895
International Typesetting Machine Co. .....Cover, 4th page
Johnson Mfg. Co., C. I. 826
Keystone Type Foundry..... 891
Latham Machinery Co..... 837
Levey Co., Fredk. H. 832
Megill, E. L. 891
Mergenthaler Linotype Co. 827
Miller Saw-Trimmer Co..... 832
Novelty News, The. 891
Okie Co., F. E. 896
Pacific Printer and Publisher.. 830
Queen City Printing Ink Co... 836
Roosen Company,H.D.Cover, 2d page
Rouse & Co., H. B. 830
Royle & Sons, John 895
Sheasgreen, Ed. E. 895
Syracuse Smelting Works..... 832
Typo Mercantile Agency, The. 830
Wanner Machinery Co. 895
Wants and For Sale 891
Weekly Printing Trade News.. 838
Wood & Nathan 831

WANTS AND FOR SALE

Advertisements will be inserted in this column at the rate of 25 cents a line, ten words to the line. Copy must reachthis office not later than the 20th of the month preceding date of publication. Cash must accompany order

A COLD SIMPLEX STEREOTYPING OUTFIT, $19 and up, produces the finest book and job plates, and your type is not in danger of being ruined by heat. Simpler, better, quicker, safer, easier on the type and costs no more than papier-mache. Also two engraving methods costing only $5.00, with materials, by which engraved plates are cast in stereo metal from drawings, made on cardboard. "Ready-to-use" cold matrix sheets, $1.00. Come and see me if you can; if not, send postage, for literature and samples. HENRY KAHRS, 240 East Thirty-third Street. New York.

THE VAN BIBBER ROLLER CO., 426-428 Elm St., Cincinnati, will give you *the best rollers* that can be made for any season or press. Our facilities are the best, and we use the latest Gatling Gun and compressed air apparatus. It pays you to have good rollers, and they count more in press work than anything else. In writing or shipping, "Cincinnati" is sufficient. Everybody knows us.

REBUILT TWO-REVOLUTION PRESSES—Six column quarto size, $550; seven column quarto size, $650. Description furnished on application. C. FRANK BOUGHTON, successor to Van Allens & Boughton, 17-23 Rose Street, New York.

FOR SALE—AT BARGAIN—New Monona Leverless Type A, receding bed press for newspaper and poster work. For price and description, address Wisconsin Foundry and Machine Co., Madison, Wis.

WEEKLIES—You need the Foster Service, designed by and for weeklies only; hundreds of publishers now using it; $3 a year; four months' trial for $1; money back if wanted.—Foster Service, Assumption, Ill. tf

Bargains in Printing Presses
FOR SALE

FOR SALE—Three-deck press, prints 4-6-8-10-12-14-16-18-20. 24 pages. Overhauled and rebuilt. Will sell at very low price-THE GOSS PRINTING PRESS CO., CHICAGO ILL

FOR SALE—Four-deck press, prints 4-6-8-10-12-14-16-20-24 28-32 pages. Will be overhauled and rebuilt. THE GOSS PRINTING PRESS CO., CHICAGO, ILL.

FOR SALE—One Flat Bed Perfecting Press, prints 4-6-8 pages. Will be overhauled and rebuilt. THE GOSS PRINTING PRESS CO., CHICAGO, ILL.

HOW TO GET PRINTING ORDERS BY MAIL from hundreds of towns; how to force large increase in circulation of any weekly or daily with or without prizes; how to create many pages extra advertising without special editions. Send for free circular. Hollis Corbin, 3975-X Drexel Boulevard, Chicago.

The Argus Pressclipping Bureau

Established in Paris in 1879

350-352 Third Avenue, New York, N. Y.

Otto Spengler, Director

We Read All of the Important Dailies, Magazines and other publications of the entire globe

Material upon any subject supplied on short notice

ART CALENDAR BACKS!

WALL POCKETS! ART BLOTTERS!

FANS! RULES! NOVELTIES!

PICTURE, PAPER & PRINTED SPECIALTIES

Buy your wholesale supplies direct of the Manufacturers and Importers First hands tipped to you for Everything in Advertising, Souvenir and Premium Goods." Free Buyers' Information Service. We will tell you where to obtain anything you are in need of in *your* field, or *ours*.

The Novelty News, 336 Quincy Street, Chicago

$2 a year; 20 cents a copy; *No Free Samples*. Subscribe today and get 92-page book. "The Premium System of Forcing Sales: Its Principles, Laws and Uses" **FREE**!

ENGRAVED Cards & Wedding Invitations

OUR PRICE LIST SHOWS 92 STYLES OF ENGRAVINGS FOR SOCIAL & BUSINESS PLATES AND DIES, GIVES PRICES ON CUTTING DIES AND EMBOSSING ALL COMPLETE SO YOU CAN EASILY FIGURE OUT YOUR ORDERS. ALL PRICES QUOTED ARE SUBJECT TO 40% DISCOUNT TO THE TRADE.

AMERICAN EMBOSSING CO., 192-98 SENECA ST., BUFFALO, N. Y.

Printer's Account Book

A TIME AND MONEY SAVER. 200-page book, 1,000 jobs, $3.50; 400-page book, 2,000 jobs, $5.00. Book measures 11¾x15¾ inches.

National Printer-Journalist, Station X, Chicago.

QUICK ON

Megill's Patent
SPRING TONGUE GAUGE PINS

$1.20 per doz. with extra tongues.

Megill's Automatic Register Gauge

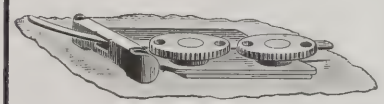
automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan.

Only **$4.80.**

E. L. MEGILL, Pat. & Mfr.
60 Duane Street, New York

From us or your dealer. *Free Booklets.*

VISE GRIP



Megill's Patent
DOUBLE-GRIP GAUGES

$1.25 set of 3 with extra tongues.

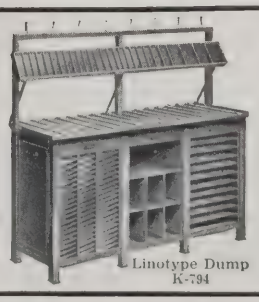
Linotype
Correcting Bank K-793

KEYSTONE STEEL EQUIPMENT AND EFFICIENCY SERVICE

are the results of years of experience and successful endeavor to give printers and publishers the best of everything, and are without precedent in the history of the printing industry. Let us tell you and show you why—write now.

Address Nearest House of **Keystone Type Foundry**

Philadelphia New York Chicago Detroit Atlanta San Francisco



Linotype Dump
K-794

BOOKS FOR PRINTERS, PUBLISHERS AND NEWSPAPER WORKERS

[Write National Printer-Journalist, 4620 Ravenswood Avenue, Chicago, Ill.]

THESE books are of immediate practical value to any one engaged in printing, publishing or newspaper-making, whatever his capacity or position. The words of instruction and suggestion are easily apprehended and the knowledge possible of acquirement in compact form, prepared by these especially qualified writers can hardly be measured in pecuniary value.

The compositor, foreman, pressman, advertising man, reporter, the editor, the manager and every man, and woman, on the force who feels that he does not know everything about this immensely interesting vocation, should have three or four of these books in his possession to read and for constant reference.

BOOKS FOR PRINTERS

THE PRACTICAL PRINTER. A book of instruction for beginners as well as one of some value for the advanced. Contains a large amount of information, with diagrams of Imposition and Valuable Tables. Full cloth, $1.00.

LIST OF PRICES AND ESTIMATE GUIDE. Showing what prices may be charged for every kind of book and job work, from a small card to a large volume. This is a book which fills a need and is of special use to job printers. Second edition. Price, $1.00.

THE PRACTICE OF TYPOGRAPHY; CORRECT COMPOSITION. By Theodore Low De Vinne. A Treatise on Spelling, Abbreviations, the Compounding and Division of Words, the Proper Use of Figures and Numerals, Italic and Capital Letters, Notes, etc., with Observations on Punctuation and Proofreading. 476 pages, cloth, $2.10.

PAPER MAKING. By A. Watt. A Practical Handbook of the Manufacture of Paper from Rags, Esparto, Straw and other Fibrous Material. Illus. Crown, 8vo. Net, $2.50; by mail, $2.65.

ILLUMINATING AND MISSAL PAINTING ON PAPER AND VELLUM. By Philip Whithard. A practical treatise on manuscript work, testimonials and herald painting. Crown, 8vo. Net, 60c; by mail, 65c.

BATCHELDER'S TIME-SAVING SYSTEM enables the printer to quickly and accurately determine the size and style of body type to use on any job; or, the amount of type space a given number of words will occupy in any size and style of type; or, the number of words to write to fill a certain space in any size type. This system was published only after an exhaustive test of several years on all classes of work handled by a modern book and job printing plant. 50 cents.

BUILDING AND ADVERTISING A PRINTING BUSINESS. By Herbert H. Stalker. Contents: Reminiscence—Specializing and Concentrating; Service—The Foundation on Which to Build Slogans—Personality—Persistence; The Paramount Elements of Success; Courage, Advertising, Enthusiasm; Series of Advertisements for Printers. This is a stimulative volume, designed to aid the commercial printer in acquiring business through printers' ink. Cloth, $1.00.

CONCERNING TYPE. By A. S. Carnell. Contents: Historical, Of What Types Are Made, Sizes of Types, Styles of Types, Body or Text Faces, Display or Job Faces, Sizes of Rules, Cuts, Printing Terms, Number of Words in a Square Inch, Number of Ems in a Square Inch, Copy, Abbreviations, Proofs, Odds and Ends, Arrangement of Type in Cases, Type Cases, Electricity in Paper, Bindings—Relative Cost, Cost of Pamphlet Binding, Roman Numerals, Paper Required for any Job, Figuring Stock, Sizes of Flat Writing Paper, Sizes of Ruled Paper, Envelope Sizes, Type Measure. 64 pages, flexible cloth, vest-pocket size, 50 cents.

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Business Management, Policy and Administration.. 124
Circulation, The Building and Holding of a Country Weekly 106
Confidence, Lack of in Newspapers and Why (Old Wine in New Bottles)..... 87
Editor Forehanded, The 131
Editor and His Paper, The..... 61
Editor's Wife, The 94
Editorial Writing in the Home Weekly..... 137
Efficiency, Composing Room..... 119
Envelope, Return Card Stamped, A Monumental Graft and Grab..... 111
Making a Weekly Newspaper Pay at Fifty Cents a Year 49
Newspaper, The, as a Constructive Force..... 66
Pen, The, is Mightier than the Sword or "Slate".... 155
Publishers, Country, Responsibility..... 55
What should be the Attitude of the Editor towards the Reader? 64
Woman's Page, the Value of..... 78

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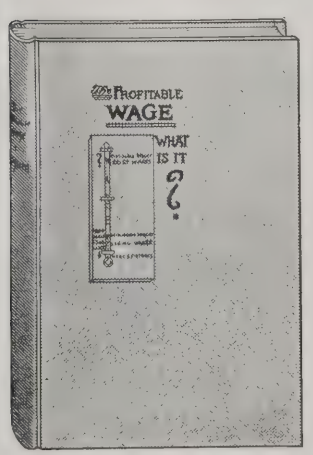

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